

IN THIS EDITION:

Legacy Awards
p.2

Alumni Feature
p.3

Accomplishments
pp.4-6

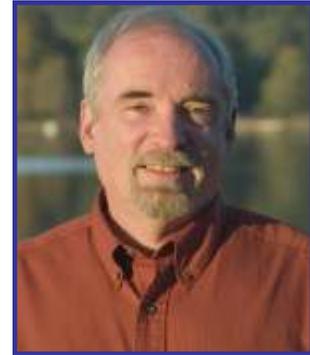
Director's News

Greetings students, graduates, faculty, staff and friends of the School of Communication and Culture! We are having an eventful fall. This is the season when new students come and graduates visit. The Bachelor of Arts has doubled into two on-campus cohorts instead of one. The Masters degree is also serving well student needs both in the areas of professional communication and in intercultural and international communication. Although these are trying times for many in higher education and elsewhere, the school is doing well in terms of support and enrolment. This year with a new Vice President Academic, Dr. Thomas Chase, we will evaluate all our programs and we will seek your feedback.

An RRU-wide e-Journal for graduate student research is taking shape. The working name for the journal is the Canadian Journal of Applied Research. I will be the first editor of the journal, which will present graduate student research to our web audience. Two associate editor contracts will be available for current RRU graduate students. Current graduate students have been sent application information by email (members of 2008 and 2009 graduate cohorts).

You will be able to submit articles about your *research*. *The first edition will be published in Spring 2010*. Articles will be 18 to 25 pages in length and can be based on your thesis or research project. More information will be sent soon to members of current RRU graduate cohorts.

The purpose of the student journal is to make available to RRU stakeholders such as regional communities, British



Joshua Guilar, SCC Director

Columbia, Canada, professional populations, and the world a sampling of the best, scholarly research conducted by RRU graduate students. The Canadian Journal of Applied Research will make RRU and applied research more visible in the communities we serve. The themes addressed will follow RRU's foci as they evolve. The current themes are sustainability, innovation and leadership.

The focus of the first edition will be sustainable development, which has many approaches, particularly in the areas of communication, innovation and leadership.

The journal will be written in accessible yet scholarly language and will connect RRU with the non-academic world. Articles will conform to APA guidelines. The journal will offer experience for those who want to publish online.

Research by RRU students gives us great pride. Students perform research that makes a difference for people. An example is Greg Spira's MAPC thesis on the topic of community development in an Indigenous village in Bolivia. This thesis won the Governor General's Gold Medal Award. RRU has a solid story to tell on behalf of our student research.

Joining Forces

The MA in Learning and Technology (MALAT) and Related Certificates Join the School of Communication and Culture as the Division of Educational Studies



We welcome MALAT's leader, Dr. Judith Blanchette, and the Division of Education Studies to the School. The program also manages Certificates – one in the area of Technology-Mediated Learning Courses for Teachers and another in the area of Learning and Technology. Judith has a background in the profession of

Education, which contributes to what we all do. Educational culture and issues provide a learning opportunity for the School. Also, we could say that education is communication. The synergies are still being discovered. More will be said about the merger later.

Making a Difference: Cohort Legacy Award

“There just aren't enough funds to award to everyone who needs them.”

That was the lament of the members of the RRU Awards Adjudication Panel in 2007/2008 when MAPC student Shannon Tait sat as the Student Rep on the committee. She decided she could do something about it for deserving MAPC and MAPC-IIC students and she set out to create a cohort legacy award.

Working together with Gwen Campden, 2008 MAPC student (and Coordinator of RRU Financial Aids and Awards), members of RRU's Foundation, and the 2006 MAPC cohort, Tait, developed the MAPC/MAPC-IIC Alumni Legacy Award. It is intended to reward one or more second year MAPC/MAPC-IIC students who demonstrate financial need and who are actively applying professional communication skills in their academic or professional lives in one or more of the following areas: language, media, culture, and/or technology.

Eligible award candidates must:

- Be entering second year of either the MAPC or MAPC-IIC RRU degree program

- Demonstrate financial need
- Submit a one-page essay addressing: “How are you applying professional communication skills in your academic and/or professional lives in one or more of the following areas: language, media, culture, and/or technology?”
- Apply by November 1 each year, so the funds can be applied to tuition costs for second year
- Candidate(s) will be chosen by the RRU Awards Adjudication Panel

To become endowed, the MAPC/MAPC-IIC Alumni Legacy Award requires a minimum of \$10,000, to be donated within three years (by January 1, 2012). The money is permanently invested so that the annual award amount(s) are determined by the interest earned in a given year, and are awarded in perpetuity. The Award's “Terms of Reference” include the wish that should the fundraising goal NOT be reached within three years, any existing monies are to be distributed as a “Multi-Year Award” (minimum \$500), which is paid out each year until the money is all gone. All current students, alumni, faculty, staff and friends of MAPC/MAPC-IIC are invited to support

the award. Small donations add up quickly and may be made in any amount at any time for a tax receipt. Currently, the fund has raised approximately \$500.

The Foundation Office has an established procedure in place to make it easy for cohort awards creation. Tait has volunteered to be the required Donor Delegate and liaison between the cohorts and the RRU Foundation Office. In turn, the RRU Foundation Office will provide matching funds should they become available, maintain the electronic pledge form (available online through the Foundation webpage – see link below), process all payments, send thank-you letters to all donors, provide tax receipts, and regularly report progress toward our financial goal. Donations in any amount may be made at any time. Let's raise \$10,000 by January 1, 2012, help some students and continue our legacy by giving back.



To Access Online Pledge Form:

<http://campaign.royalroads.ca/files-campaign/File/Pledge%20form%20-%20MAPC%20MAPC-ICC%20Alumni%20Legacy%20Award.pdf>
Or contact Gwen Campden at gwen.campden@royalroads.ca or (250) 391-2502.

Alumni Feature

Ready for Take-off**Alumni, Phillip LeBlanc Launches In-Flight Magazine**

After 5½ months of hard labour LeBlanc and his team at GB Lao Media put together SpotLight Asia magazine and presented it to Lao Airlines. Airline executives were, in a word, wowed! They agreed on a contract and SpotLight Asia is now "The Official In-Flight Magazine" for Lao Airlines.

LeBlanc says he is grateful for the superior instruction he received at Royal Roads. He states: "Clearly, the teachings of those learned folks gave me the ability to write, and moreover, the confidence that I could write something worth reading."

LeBlanc is now the head writer for SpotLight Asia. The first edition is expected to be onboard every Lao Airlines aircraft, in every seat pocket, in August or September. Initially it will be a quarterly magazine, going to every second month after two years, then to monthly after three years.

Thus, in the near future, whenever a passenger sits down on a flight, gets the in-flight magazine out to take a look, they will read stories and articles about the people, culture, significant events, festivals and holidays of SE Asia. All of which shall be written by LeBlanc.

**MA in Professional Communication Update****MAPC Program Head, Jennifer Walinga**

Program associate, Lindsay Partington has kindly and expertly collated the demographics for our new intake and found an average age of 35, with 31 females and 4 males deriving from as far as Nigeria! Other cohort members are arriving from Halifax, across the east to Oakville, Port Sydney, and St. Catharines, the prairies (Calgary and Regina) and into the Vancouver area (North Vancouver, Burnaby, Surrey), over to the island (Nanaimo and Victoria), and finally up to Whitehorse! We are excited to welcome yet another diverse group of eager graduate students!

A project Dr. Walinga is working on with Dr. Wendy Rowe from the School of Leadership Studies and Don Caplan from the Faculty of Management is Deciding to Thrive: The roles of cognition, emotion, and intuitive decision making in workplace stress thriving, funded both internally and externally through BCEOHRN will be the pilot project for a larger SSHRC proposal seeking to develop stress thriving measures. Deciding to Thrive will involve one of our current MAPC students, Jennifer Kruidbos as the

research assistant. Jennifer will conduct the data gathering and analysis portion of the study through interviews with public service managers in BC. She will be basing her thesis on one aspect of the project which explores what interpersonal and organizational communication strategies support workplace stress thriving.

Along with cohort members Beth Mulloy, Liz Monteiro, and Olivia Mongard, Jennifer Kruidbos presented her research to the Graduate Masters Sessions category of the CCA conference held at Carlton University in May, 2009.

We are currently looking at revision opportunities for the MAPC. Based on observations of student interests and research paper/thesis topics, we are considering opportunities to include more of an organizational communication focus within MAPC beyond PCOM550. Our objective is to review and revise courses in the MAPC to include a study of communication systems, processes, and media that will support and

"We are currently looking at revision opportunities for the MAPC."

develop the concept of how to maintain the triple bottom line in organizations - human, financial and environmental sustainability. We are also considering opportunities to ladder into the MAPC from certificate programs, and how we might partner with professional associations such as IABC, IHRIM, IPRA to acknowledge professional accreditation for MA credit and better prepare students for professional accreditation.

After a recent advisory board presentation by Jennifer Walinga, the Program Head for MAPC, board members acknowledged that organizational communication is underdeveloped Canada-wide, often misnamed and misperceived. It often focuses on intra-organizational and corporate communication and ignores inter and extra-organizational communication, which are key components. The board encouraged the further development of

SCC Faculty, Student and Graduate Accomplishments

APPOINTMENTS AND PROMOTIONS

Paul Cipywnyk (MAPC Graduate) has been appointed as a citizen representative to the City of Burnaby's Environment Committee.

Darcy LaCouvée (BAAC Graduate) recently accepted the position of Public Relations Coordinator with Victorian Epicure. She is happy to take on the challenge and discover what she can achieve.

Brett Harper (2008 MAPC) has moved to Vancouver and accepted a new job as the Marketing and Communications Coordinator with the District of West Vancouver.

Colleen McClean (BAAC Graduate) has accepted a position as an Events Coordinator at Thompson Rivers University, covering a one-year maternity leave. She'll be assisting the Office of the VP Advancement in setting up a new Ceremonies and Events office, and will be participating in the planning of convocation, Foundation galas, and Alumni events.

Wilda Schab (MAPC Graduate) accepted the position of general manager of the Radium Resort overseeing all activities at the resort including the business operations of Springs and Resort Golf Courses, hotel and restaurants.

Tim Wilson (BAAC Graduate) has a new position with the City of Edmonton as a Public Affairs Officer.

Fe Wyma (2007 MAPC-IIC) was promoted to the Manager of Policy and Program Planning for the Fisheries Division of the Dept. of Environment (Government of Nunavut).

AWARDS AND ACHIEVEMENTS

Talia Beckett (2008 BAAC) was nominated for a YWCA Vancouver 26th annual Women of Distinction Award in the Young Woman of Distinction category. The Women of Distinction Awards began in 1984 to honour, encourage and recognize women whose outstanding activities and achievements contribute to the health and future of the community.

Jas Cheema (Associate Faculty and SCC Board Member) was nominated for a YWCA Vancouver 26th annual Women of Distinction Award in the category of Community Building in her role as Manager, Diversity Services at Surrey Memorial Hospital. Jas also serves as Chair of the Surrey Public Library which was the recipient of the 2009 Cultural Diversity Award.

Glen Farrelly (MAPC Graduate). Glen's student research at RRU provided material for two papers published this year. A case study of movie website Rotten Tomatoes' use of social media was published in Simon Fraser's journal "Stream" (<http://www.streamjournal.org>) and a semiotic examination of folksonomies (user tagging) was published in the University of Toronto's "Faculty of Information Quarterly" (<https://fiq.ischool.utoronto.ca>). Glen was also awarded an honorary ambassadorship from the Internet Society to attend the United Nation's Internet Governance Forum in Hyderabad, India last December.

Lisa Ferguson (2007 MAPC) recently published a shorter version of her article: "The Guerrilla Drive-In" in the Spring/Summer issue of Toronto's *Spacing* magazine in its Outer Space section which is about things happening in other cities.

Daniel Gawthorp (2007 MAPC-IIC) at the Asian Information and Media Centre (AMIC) conference in India, present his paper "Circumventing the junta: How Burmese exiles use independent media to foster civic culture and promote democracy."

Joshua Guilar (School Director), at the Canadian Communication Association 2009 conference, presented a paper on the following article from the ALANENEC (learning from homeland) Aboriginal Education research.

Saanich Indian School Board, John Elliott, Joshua Guilar & Swallow, Tye. (in press). SNITCEL: Learning from a Traditional Place, the Canadian Journal of Native Studies.

Masouma Karimian (MAPC-IIC Graduate) was accepted into the International School of Management (ISM) PhD Program. She was also selected to receive an ISM Scholarship for Doctoral Studies.

Zhenyi Li (Core Faculty) presented a paper at the 34th International Conference: Improving University Teaching at SFU. Titled "Interactive, Contextual And Experiential (I.C.E.): Royal Roads Intercultural Overseas Residency", Zhenyi summarized the IIC residency in China by highlighting "interactive, contextual and experiential" as three key components Royal Roads University employed in its intercultural overseas residency to overcome segmentation, ethnocentrism, and armchair criticism, three stumbling blocks in internationalizing high-education. The rationale and practice in the designing and delivery of the intercultural overseas residency along with a summary of lessons learned and success factors were presented.

Accomplishments Continued...

Beth Mulloy (MAPC-IIC Graduate) had her submission: "The Place We Call Home" accepted for presentation at the 2009 Canadian Communication Association which was held in Ottawa in May.

Toby Newstead (2008 BAAC) recently published her article: "Simple Things: Lasqueti Bracelets Keep Women Anchored to Cherished Island Identity" in Aqua-Gulf Island Living Magazine, Special Edition 2009 in May.

Kristen Petri (2007 MAPC-IIC) was recently accepted to the MITACS ACCELERATE Internship Program. Of the accompanying \$30,000 grant, one-half of the funding will go towards her internship, with the balance being contributed from her project's industry partner, Better The World.

Michael Real (Core Faculty) presented a paper in Chicago at the Annual Convention of the International Communication Association in May. His paper was titled "Reality TV: Is the Audience Also More "Real" in this Genre?"

Chantal Schauch (2007 MAPC) has had her thesis, *Authentic Identity: The Essence of How Successful Ecopreneurs Communicate*, accepted for publication in the next issue of the Journal of Values-Based Leadership (Summer/Fall 2009 - release date, Nov. 2009).

Suzanne Scott (MAPC Graduate) has been accepted to the Master of Library and Information Science program at San José State University, CA.

Angela Spooner (BAAC Graduate) has been accepted into the MA in Counselling program at the Adler School of Professional Psychology in Vancouver. She'll start this fall.

Stephanie Tombari is a contributor in the recently published collection of essays, *Jesus Girls, True Tales of Growing Up Female and Evangelical*. http://wipfandstock.com/store/Jesus_Girls_True_Tales_of_Growing_Up_Female_and_Evangelical

Phillip Vannini (Core Faculty) received a book contract offer for an edited volume on the theme of "Popularizing Research." The volume would collect a wide number of alternative approaches to sharing research findings with traditional and untraditional audiences. It speaks to the need to reach out to wider publics through new media, new genres, and new conventions

Vannini has made several conference presentations recently:

Vannini, Phillip. 2009. "A Global Interactionist Cartography." Invited address to the Department of Sociology, University of Pisa. Pisa, Italy: May 22.

Vannini, Phillip. 2009. "Ferry Transportation in British Columbia as Material Culture: Performing Conservation and Heritage." Presented at the Small Island Culture Research Initiative Conference. Sado Island, Japan.

Vannini, April and Phillip Vannini. 2009. "Are We There Yet?" Parents, Children, Youths, and Ferry Travel." Presented at the Canadian Association of Social Anthropology. Vancouver, BC.

Vannini also has the following publications:

Vannini, Phillip. 2009. Non-Representational Theory and Symbolic Interactionism: Shared Perspectives and Missed Articulations. *Symbolic Interaction*, forthcoming.

Vannini, Phillip, Dennis Waskul, Simon Gottschalk, and Carol Rambo. Forthcoming. "Sound Acts" Elocution, Somatic Work, and the Performance of Sonic Alignment." *Journal of Contemporary Ethnography*.

Vannini, Phillip. Guppy Ahluwalia-Lopez, and Simon Gottschalk. Forthcoming. "Toward a Sensuous Understanding of Material Culture: Representing and Performing Taste at Wine Festivals. *Qualitative Inquiry*.

Vannini, Phillip, Godfrey Baldacchino, Lorraine Guay, Philip Steinberg, and Stephen Royle. Forthcoming. "Recontinentalizing Canada: Arctic Ice's Liquid Modernity and the Imagining of a Canadian Archipelago." *Island Studies Journal*.

Waskul Dennis and Phillip Vannini. 2010. "Smell, Odor, and Somatic Work: Sense-Making and Sensory Management." In *Inside Social Life: Readings in Sociological Psychology and Microsociology*, Sixth Edition, edited by Kent Sandstrom. New York: Oxford University Press. [Reprint of article appeared in *Social Psychology Quarterly*, 71:53-71].

Accomplishments Continued...

Waskul, Dennis, Phillip Vannini, and Desiree Wiesen. 2010. "Women and Their Clitoris: Personal Discovery, Signification, and Use." In *Inside Social Life: Readings in Sociological Psychology and Microsociology*, Sixth Edition, edited by Kent Sandstrom. New York: Oxford University Press. [Reprint of article appeared in *Symbolic Interaction*, 30:151-174].

Vannini, Phillip and Aaron McCright. 2010. "To Die For: The Seductive Semiotic Power of the Tanned Body." In *Key Readings in social and Cultural studies of the Body*, edited by Lisa J. Moore and Mary Kosut. New York: NYU Press. [Reprint of article appeared in *Symbolic Interaction*, 27: 309-332.]

Jennifer Walinga (Core Faculty) has been making presentations to Saanich and The City of Victoria municipalities on her findings from a study called *Thinking outside of the risk: Identifying barriers and promoting insights into workplace injury prevention*. She has been riding around with the garbage collectors and building services workers for over a year now, meeting with frontline workers, supervisors and directors. By drilling down on the problem deeply, the groups have generated several promising communication strategies, systems, and mechanisms that align with the organizational mission of public service while achieving their departmental goals of safety, respect, and collaborative problem solving. This study will be presented at the NOHC conference in Vancouver in October. After submitting a research funding proposal to WorkSafe BC, she hopes to continue to work with these municipalities on developing implementation plans.

Recent experiments on insight problem solving conducted along with UVIC colleagues Dr. Bart Cunningham and Dr. James MacGregor have been analyzed with significantly positive results in support of a problem solving intervention that we have developed called Integrated Focus. Dr. Walinga and her colleagues have conducted several experiments in this area with increasingly promising results. If you are in her MA classes, you have already experienced the drill down process which includes many of the principles of integrated focus. We now know IF is significantly more productive than 'divergent' or 'brainstorming' processes for generating more sustainable solutions to ill structured problems by helping people to frame a more productive and integrated representation of the problem.

Dr. Walinga recently spent a few days with staff, faculty and directors at Northern Lights College in Ft. St. John. It was FREEZING, but we managed to heat up the room with intense discussion aiming to improve communication structures and mechanisms within the organization. In March she worked with Pensions BC to facilitate their development, application and implementation of communication plans within the organization. Communication plans are great, but closing the implementation gap demands a communication plan in itself!

Finally, Dr. Walinga will be partaking in the first Scholarship of Teaching and Learning faculty cohort at RRU exploring '*in what ways exploring perceived barriers and engaging in the problem finding process can facilitate the research proces*' with any interested members of the 2009 cohort.

Recent Conference presentations and paper submissions include:

Training Creative Insight: Overcoming Performance Barriers presented at Academy of Management Conference, August 2009, Chicago IL

Communicating for Innovation, presented at Canadian Communication Assn Conference, May 2009, Ottawa ON

Energy Management, presented at Human Resources Institute of Alberta, April 2009, Edmonton AB – also appeared in *Network Magazine* June 2009

Energy Management: Building a Regenerative Organization with Integrated Focus, presented at the Health Work and Wellness conference, Sept 2009, Gatineau, QC – also to appear in *Douglas Magazine* Sept 2009

Also attended International Communication Assn Conference, Chicago IL, May 2009 and Western Academy of Management Conference, Midway UT, Mar 2009.

Send your news to Charlene Kerr
School of Communication and Culture
2005 Sooke Rd.
Victoria, BC V9B 5Y2
(250) 391-2600 x4165
charlene.1kerr@royalroads.ca

Watch for our new web pages. Coming soon!

www.royalroads.ca/scc