

4-2012

## Monday Noon Research & Class Visit

Department of Communications & Journalism

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*Cultural Affairs Committee*  
*and*  
*Distinguished Lecture Series*  
*c/o Wanda Madden-Carr*  
*201 Alumni Hall*  
*University of Maine*

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January 4, 2012

To: Nathan Stormer

From: Melissa Mayard & Dan Sandweiss, Co-Chairs

On behalf of the Cultural Affairs Committee and Distinguished Lecture Series, it gives us great pleasure to inform you that your proposal, Greg Goodale, has been awarded \$645.00.

Please contact Wanda Madden-Carr at 1-1516 to discuss the procedures in place for the submission of financial expenses related to this award at your earliest convenience.

The following acknowledgement is required on ALL promotional material: ***This event was supported in part by a grant from the Cultural Affairs/Distinguished Lecture Series.***

Attached is a form for your use to summarize the benefits derived from this grant. This form should be submitted within 30 days after the conclusion of the event. Timely submission of your summary will be considered as part of any future funding requests.

The Cultural Affairs Committee members congratulate you and wish you much success on this project.

cc: Nancy Smith

# CULTURAL AFFAIRS/DISTINGUISHED LECTURE SERIES

## GRANT APPLICATION

I. Applicant/Organization: Department of Communication & Journalism

II. a. Responsible Organization Officer: Nathan Stormer

b. Title: Associate Professor, Bailey Distinguished Professor of Speech & Theatre

c. Campus Address (include Email and Telephone): 430 Dunn Hall, nathan@maine.edu, 581-1938

III. Summary of program requiring funding [title; featured artist(s); speaker(s); scheduled date(s)]:

Communication & Journalism will bring Greg Goodale, Associate Professor of Rhetoric at Northeastern University, to campus for a lecture and a class visit in Spring of 2012, April 2-3. Professor Goodale is an emerging star in the study of rhetoric, in particular on the place of sound in Communication. His 2011 book, *Sonic Persuasion: Reading Sound in the Recorded Age*, is groundbreaking. For his visit, Professor Goodale will present from his book in the CMJ Spring Colloquium Series on Monday, April 2. On Tuesday, he will guest teach in CMJ 201 (introduction to rhetorical theory) on sound and violence.

Prof. Greg Goodale is a graduate of George Mason University (BA and MA), the University of Virginia School of Law (JD), and the University of Illinois (PhD) where he performed research in Rhetoric and American History. A former lawyer, lobbyist, and congressional aide, Prof. Goodale continues his interest in democracy and in particular how American citizenship intersects with race, gender, species and disability. As a professional advocate (mostly for people with disabilities), Greg brings his Washington, DC experience into the classroom and into his scholarship. That experience is now used to lead classes that advocate on behalf of foster children and non-profit organizations in the Boston area.

His colloquium, "The Persuasive Power of Noises, Sounds, and Intonations," is a presentation about a new turn in Humanities scholarship. The sonic turn has encouraged researchers to analyze the meaning of sound beyond words. When Franklin Delano Roosevelt spoke the words "the only thing we have to fear is fear itself," his intonation rose to a higher pitch at the "is" and then he paused, turning the first part of the phrase into a question. That long pause left radio listeners wondering about what they had to fear until their president settled the question with "fear itself." Similarly, the whistling noise that accompanies Wile E. Coyote's many falls from high cliffs carries meaning that countered the fear experienced by many during the Cold War. This presentation will illustrate how sound can be read in a manner that parallels advances made by scholars in the Humanities as they learned to deeply "read" visual objects in the 1970s.

The lecture will be open to the public and will be advertised through Campus activities and through the CMJ Monday Noon Research distribution list. Flyers will be posted around campus as well. Students and faculty who wish to attend the class lecture in CMJ 201 will be welcome. Flyer design and cost will be absorbed as part of CMJ's regular advertising for its colloquium series. Professor Goodale will stay with Nathan Stormer and so his lodging/meals will only be a per diem of \$40 per day for two days.

IV. Budget Proposal Form must be attached.

**Funding for current application is contingent upon submission of reports for any previous grant awards, including final budget and attendance figures.**

SEND COMPLETED APPLICATION VIA EMAIL TO: [wcarr@maine.edu](mailto:wcarr@maine.edu)

For questions regarding the Cultural Affairs/Distinguished Lecture Series, please contact Wanda Madden-Carr at 581-1516

## Cultural Affairs/Distinguished Lecture Series Fund Budget Proposal Form

Applicant/Organization: Department of Communication & Journalism  
 Responsible Officer: Nathan Stormer  
 Event Title: Monday Noon Research & Class Visit  
 Event Date: April 2-3, 2012

Total Program Budget: \$1290.32  
 Amount Committed by Applicant Organization: \$ 0.00  
 Total Amount Requested from Other Funding Sources: \$645.32

Please List Sources & Amounts below:

Bailey Professorship \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Amount Requested from CA/DLS Committee: \$ 645 \*  
 Revenues, if any, expected (fees, ticket sales): NA

Budget Breakdown of Expenses and funds to be used:	CADLS	Other
Honoraria/Services (explain below)	\$ <u>500</u>	\$ <u>500</u>

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Travel	\$ <u>105</u>	\$ <u>105.32</u>
<u>Northeastern U. to Bangor (478 mi. round trip @ .44/mile)</u>		

Lodging/Meals	\$ <u>40</u>	\$ <u>40</u>
Advertising	\$ <u>0</u>	\$ <u>0</u>
Printing	\$ <u>0</u>	\$ <u>0</u>
Supplies and Materials	\$ <u>0</u>	\$ <u>0</u>
Other (must specify below)	\$ _____	\$ _____

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Total Expenses from CA/DLS funds: \$ 645 \*  
 Total Expenses from other funds: \$ 645.32  
 (These two totals should equal the "Total Program Budget" listed above)

- \*These amounts should be identical and should not exceed 50% of the total program/event budget. Please note that CA/DLS funds may not be used for receptions and do not normally fund UM employee wages. In addition, please refer to the updated Use of University Funds Administrative Practice Letter for guidance with expenditure allowances (<http://www.maine.edu/pdf/APLIV-L.pdf>). This APL applies to all sources of University funding not just CA/DLS funds. If an award is granted based on this proposal, reimbursement of expenses will not exceed the total CA/DLS request and will be limited to the types of expenditures outlined above.