

Call for Papers – NCA Organizational Communication Pre-Conference

Bridging the “Third Space”: Advancing Communication Theories in/of Nonprofit Organizations

Until recently, communication scholarship has largely overlooked the “exciting landscape” of studying nonprofit organizations as a distinct organizational form (Lewis, 2005). In many ways, scholarship about the nonprofit sector has relied on theories and concepts that were not developed with the unique features of nonprofit organizations in mind since theories and models of organizational communication are often informed by corporate and government models (Eisenberg & Eschenfelder, 2009). Yet nonprofit organizations occupy a “third space” (Van Til, 2000) *between* the market and the state that simultaneously pulls them toward being more business-like (Dart, 2004) and contributing to the common good (Dees & Anderson, 2003). This preconference seeks to bridge this third space through taking a communication-centered approach to theorizing nonprofits and bringing together individuals who are actively engaged in nonprofit research (or who would like to be) from a variety of theoretical, conceptual, and empirical perspectives both within and outside the field of organizational communication.

This pre-conference will be organized around a series of *position papers* that address issues related to communication and nonprofit organizations. Possible themes may include marketization, collaboration, volunteerism, governance, development and fundraising, and mission/vision, etc. Two types of submissions are encouraged:

- (1) Research reports that briefly summarize an empirical study (or discuss an ongoing project), taking a position on the phenomenon(a) under investigation or the methodological approach of the study
- (2) Conceptual papers that make an argument about theory building, practice, or pedagogy related to communication and nonprofit organizing

Position papers should be ~2000 words. All submissions are due **October 15th, 2010**. Submit position papers to Matt Koschmann at koschmann@colorado.edu.

Papers will be arranged thematically to organize working groups at the pre-conference. Authors will have an opportunity to present their position papers in a panel format, followed by discussion with other participants. The goal is to create a broader conversation among scholars working in these areas and to stimulate future research and innovative pedagogy.

***Please remember to register for the pre-conference when registering for NCA...more information is provided at www.natcom.org*

Dart, R. (2004). Being “business-like” in a nonprofit organization: A grounded and inductive typology. *Nonprofit and Voluntary Sector Quarterly*, 33, 290-310.

Dees, J. G., & Anderson, B. B. (2003). Sector-bending: Blurring lines between nonprofit and for-profit. *Society*, 40, 16-27.

Eisenberg, E., & Eschenfelder, B. (2009). Applied communication in non-profit organizations. In L. Frey & K. Cissna (Eds.), *Routledge Handbook of Applied Communication Research*. New York, NY: Routledge.

Lewis, L. K. (2005). The civil society sector: A review of critical issues and research agenda for organizational communication scholars. *Management Communication Quarterly*, 19, 238-267.