

**APPLIED COMMUNICATION DIVISION**  
**2021 Annual Business Meeting**  
**National Communication Association Convention**

Monday, November 8, 2021  
11-12:15pm EST | 8-9:15am PST  
Live Virtual Zoom Meeting (NCA Zoom 01)  
12 participants present in the virtual session

**I. Call to Order and Introduction of Officers**

Called to order at 11:11 am EST

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

**II. Approval of Minutes**

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- A. Question from Connie Wilson related to New Business, specifically about student panel submissions
- B. Motion to approve by Brian Richardson, seconded by Alex Lancaster

**III. Chair's Report**

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- A. Membership - 750
- B. Finances - \$1000, \$400 used for award plaques
- C. Legislative Assembly report
  - a. Not available during the business meeting since the meeting was held prior to the Legislative Assembly meeting minutes, please visit: <https://www.natcom.org/about-nca/what-nca/leadership-and-governance>
- D. Recognition of Alex Lancaster

**IV. Vice-Chair's Report**

Liz Petrun Sayers

- A. Submissions/acceptances
  - a. Last year we had 19 slots. This year we have 18 slots (including our business meeting), so in total we have 17 slots for panels and papers
  - b. 54 papers were submitted this year (down from last year); not too surprising considering COVID concerns; we accepted 43 papers (79% acceptance rate); 11 paper sessions total
  - c. 8 panel submissions, accepted 6 panels (one will be withdrawing due to a lack of participation from panel members); leaving 5 panel sessions total
  - d. 4 slots this year received co-sponsorship
    - i. 2 paper sessions (advocating for change & inclusivity – activism and social justice division); (communicating resilience – student section)
    - ii. 2 panels (renewal of vows – PR division); (transforming applied qualitative research in the time of COVID-19 – instructional development division)
- B. Panel/Paper session highlights
  - a. Liz provided some highlights of what is to come at NCA 2021
  - b. The 8 am (PST) session on Thursday morning at the conference – panel on misinformation/disinformation on social media
  - c. Check out our final session: the 9:30 am (PST) session on Sunday morning – assistance & aid, service efforts

## V. Vice-Chair Elect's Report

Liz Petrun Sayers *representing*  
Debbie Sellnow-Richmond

- A. Awards process and submissions
  - a. 12 article submissions
  - b. 9 book submissions
  - c. 2 edited book submissions
  - d. 1 special issue submission
- B. 2022 Conference planning – more on this after LA next week
- C. Volunteer sign-ups for next convention – will send this out via listserv next week

## VI. Elections

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- A. Vice-Chair Elect
  - a. Katie Anthony nominated Andrew Pyle (no other nominations)
  - b. Liz motioned for vote of acclimation for this role, Katie seconded
  - c. Connie Wilson ensured we followed the correct process
- B. Secretary
  - a. Andrew Pyle nominated Katie Anthony for secretary (no other nominations)
  - b. Liz moved to close nominations and approve Katie by acclimation; Andrew seconded
  - c. Vote of acclimation, Katie formally appointed to Secretary
- C. Nominating Committee (2 member):
  - a. Alex Lancaster self-nominated to serve on this committee
  - b. Alex was approved by a vote of acclimation to serve in this role
  - c. Andrew Pyle nominated Brandon Boatwright; he was approved by a vote of acclimation for this role
- D. Paper readers & awards reviewers
- E. Election results

## VII. Presentation of Applied Comm Division Awards

Liz Petrun Sayers  
Debbie Sellnow-Richmond

- A. Top papers included:
  - a. “Combating the Water Crisis Through Transformative Messaging: An Application of Psychological Reactance Theory and Gain and Loss Framing” by Tess M. Buckley, Rikishi T. Rey, Olivia Lounsbury, Madeline C. Guzaitis, Olivia Vance, Keith D. Weber, and Jennifer H. Waldeck
  - b. “Engaging Intervention in Communication Research” by J. Kevin Barge
  - c. “Patterns of social support and trajectories of household recovery after Superstorm Sandy” by Seungyoon Lee, Laura Siebeneck, Bailey C. Benedict, Takihiro Yabe, Caitlyn M. Jarvis, and Satish Ukkusuri
  - d. “What Message Should I Follow? Examining Leadership Communication during the COVID-19 Pandemic in the U.S.” by Deborah D. Sellnow-Richmond, Scott A. Sellnow-Richmond, Marta Natalia Lukacovic, and Lynzee Kraushaar
- B. Bill Eadie distinguished award for a scholarly article
  - a. “Organizational and Individual Innovation Decisions in an interorganizational System: Social Influence and Decision-Making Authority” by Jiawei Sophia Fu, Michelle Shumate, and Noshir Contractor, published in *Journal of Communication*.

- C. Sue DeWine distinguished award for a scholarly book
  - a. “Mobile Technology and the Transformation of Public Alert and Warning” by Hamilton Bean
  - b. “Weaponized Words: The Strategic Role of Persuasion in Violent Radicalization and Counter-Radicalization” by Kurt Braddock.
- D. Distinguished edited book award
  - a. “Transforming Conflict and Building Peace: Community Engagement Strategies for Communication Scholarship and Practice” edited by Peter Kellett, Stacey Connaughton, and George Cheney.
- E. We thank the reviewers sincerely for their diligence in reviewing tremendous submissions this year!

### **VIII. Old Business**

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- A. Dissemination of monthly newsletter
  - a. Discussion led to the decision to make this a quarterly newsletter
- B. Committee to review bylaws for 2021 meeting
- C. How to address issues of inclusion and diversity
- D. Recruitment and retention
  - a. Membership increased from last year
  - b. Not sure at this point whether we are retaining members or if this growth is connected to a large number of member replacements
- E. Student panel suggestion from Stacy Smulowitz
  - a. Faculty look for ways to include students
  - b. Advertise/promote opportunities to engage with the division

### **IX. New Business**

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- A. Ideas for the 2022 conference
  - a. Conference will be held in New Orleans, just outside the French Quarter
  - b. Consider co-sponsored panels and opportunities for students
  - c. Ask NCA if we can offer a small travel grant for student participation, possibly cover membership, registration, other small costs
- B. Student service
- C. Social media/ newsletter

### **X. Announcements & News**

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- a. Encouraging anyone who will be there in person to make time to gather and connect, share
- b. Connie Wilson – chairing a panel in Org Comm, considering participating
- c. Our in-person meeting will not be held, as we completed our business on the virtual meeting

### **XI. Passing of gavel and adjournment**

Liz Petrun Sayers *representing*  
Jessica Wendorf Muhamad

- a. Liz passed the gavel to herself
- b. Andrew Moved to adjourn the meeting, Alex seconded – adjourned at 12:10 pm EST