

ECA 2021 – Applied Division Meeting Notes

Eastern Communication Association Conference (Virtual Conference)

26 March 2021

In attendance: Jennifer Owlett, Kati Sudnick, Rod Carveth (Morgan State University, rodcarveth@gmail.com), Stacy Smulowitz (Scranton, stacy.smulowitz@scranton.edu), Mary Donato (Buena Vista University, donato@bvu.edu), Daniel Totzkay (West Virginia University, Daniel.Totzkay@mail.wvu.edu), Erin Crow (Chapman U, craw@chapmin.edu), Jordan Atkinson, (Missouri Western State University, jatkinson3@missouriwestern.edu)

Meeting was called to order at 4:34 pm by Jen Owlett via Zoom

- I. Introductions
 - a. J. Owlett says thanks for taking time to join the meeting and support the Applied Division
- II. Approval of agenda for 2021
 - a. K. Sudnick moved to approve the minutes and R. Carveth seconded this motion.
- III. Call for volunteers—J. Owlett
- IV. Acknowledgements—J. Owlett
 - a. Top 3 Papers & Chair (Mary Donato, Buena Vista University)
 - i. "Engagement with and Persuasiveness of HPV Vaccination Promotion Videos: An Examination of Narrative Engagement Theory" Rikishi T. Rey, Chapman University; Michelle Miller-Day, Chapman University; Erin Sheila Crow, Chapman University; Tess M. Buckley, Chapman University; Tayah Renea Wozniak, Chapman University; Suellen Hopfer, University of California, Irvine
 - ii. "From What I've Heard, this is Really Bad: An Examination of Americans' Source Preferences and Information Seeking during the COVID-19 Pandemic" Kenneth Lachlan, University of Connecticut; Emily Hutter, University of Connecticut; Christine Gilbert, University of Connecticut; Patric R Spence, University of Central Florida
 - iii. "Exploitative, Sensational, and Misinformed: Understanding how Veterans Consider News Coverage of America's Military" Hans C. Schmidt, Penn State University, Brandywine
 - iv. J. Owlett—Congratulations to everyone on our top paper panel.
 - v. J. Owlett—Thanks to Mary Donato for chairing our panel
 - b. J. Owlett--Thank you reviewers: Erin Sheila Crow, Mary Donato, Maxine Gesualdi, Corey Jay Liberman, Annette Madlock Gatison, J.J. Sylvia IV, Susan Wiczorek
 - i. J. Owlett—the more reviewers the better for next year. Any help you can provide will be great.
- V. Old Business—J. Owlett
 - a. Paper/panel acceptance/rejection figures
 - i. J. Owlett—Didn't have many paper submissions this year. Covid may have been a contributing factor.
 1. These trends seem consistent with other divisions within ECA
 - b. 4 panels submitted, all accepted = 100% acceptance rate for panels.
 - c. 7 papers submitted, 6 accepted, 1 rejection = 85.7% acceptance rate for papers.
 - d. Each paper read by 3 reviewers.
 - e. Had 10 slots available for this year's conference.

- VI. Executive Council Update: Jennifer Owlett
- a. J. Owlett—Our Vice Chair/Exec leader had to step down so I filled in for exec council this year
 - b. J. Owlett—Had a chance to talk about the executive report for this year. Some highlights:
 - i. Reports from 3 different editors for our journals: all spoke towards a covid related theme
 1. One commented that because of covid there were a bunch of people happy to submit their work but less willing to review. There has been a shortage of reviewers that cannot keep up with the submissions
 2. Many discussed some opportunities for graduate students to get involved in service
 3. Comm Quarterly: acceptance rate 16%; avg 65 days to first decision; reviews down 60%
 4. CRR: Acceptance around 21%; review time avg 36
 5. QRR: 39/22 rejected; 55% reject rate; abt 59 days of review time
 - ii. Trends of larger association
 1. Applied has 63 members; down slightly from previous years
 - a. 83 and 92 past two years
 2. As a whole ECA had 418 members in 2020
 - iii. Next year's conference:
 1. Wednesday April 27-Sunday May 1
 2. Theme is Reunion
 3. Submission deadline is Oct 15 2021 at 11:45 Pt
 4. Buffalo, NY
 - iv. Call for questions on exec council—none asked
- VII. Election of Officers: Secretary to Vice Chair to Chair
- a. Secretary: 1 year term, moves on to vice chair following year
 - i. Nominations for next year: Erin Crow (self-nomination)
 - ii. Motion to accept: R. Carveth, Seconded by M. Donato
 1. All in favor.
 2. E. Crow elected to secretary for ECA 2022.
 - b. Vice-Chair: 1 year, moves to chair in 2022
 - i. Nominations for next year: Jordan Atkinson (self-nomination)
 - ii. Motion to accept: R Carveth, Seconded by M. Donato
 1. All in favor.
 2. J. Atkinson elected to Vice Chair for ECA 2022.
 - c. Executive Committee Representative (1 year Sunday, 2021→2022):
 - i. Rod Carveth self nominates.
 - ii. Motion: J. Atkinson motioned to approve and M. Donato seconded this motion.
 - iii. R. Carveth elected as Executive Committee Representative.
 - d. Names for NCA nominating committee and legislative assembly
 - i. J. Owlett—one person who represents us at NCA for nominating committee and two for legislative assembly. Please let J. Owlett know if you would like to be involved.
- VIII. New Business
- a. Preview 2022 convention (Buffalo, NY)
 - b. Encouraging submissions and service

J. Owlett: please submit to applied! We have vast array of subject matter

c. Other new business

None

d. Announcements

J. Owlett thanks to Mary and Stacy for all their support throughout my chairship

e. Passing of the gavel to Vice Chair, Kati Sudnick. Congratulations, Kati!

IX. Move to Adjourn:

a. J. Owlett motioned to adjourn.

Meeting adjourned at 4:54.

Meeting minutes respectfully submitted by Kati Sudnick.