

CSCA Media Studies Interest Group 2021 Business Meeting

Date: March 26, 2021

Time: 11:00 a.m.-12:15 p.m. CDT

Location: Virtual

- I. Welcome
 - a. Introductions
 - i. Chair and Program Planner: Tasha R. Dunn, University of Toledo
 - ii. Vice-Chair: Kelly L. Adams, University of Missouri
 - iii. Secretary: Tucker Robinson, Missouri State University
- II. Presentation and Approval of the 2020 Minutes
- III. 2021 Submissions Summary
 - a. 7 total slots for MSIG in 2021
 - b. Not as many total submissions as past years, but still a healthy amount when compared to other interest groups (hopefully submission will increase in 2022 if the conference is in-person).
 - i. Total paper submissions: 6
 - ii. Total panel submissions: 3
 - iii. Original media submissions: 0
 - c. 100% acceptance rate
 - i. Incredibly positive reviews for all the submissions.
 - ii. Fewer submissions meant an increased willingness to support the work that was submitted.
 - d. 26 volunteers signed up to review, chair, and/or respond.

- i. All submissions had 3 reviewers.
- e. Might want to encourage submitters next year to submit any 2020 work that wasn't accepted or presented.

IV. Awards

- a. Top Paper: The Collectors of Celebrity Memorabilia: The Qualitative Reevaluation of the Celebrity Worship Levels – Richard Albin Schutta, University of Wisconsin-Stout; Jonathan Powers; Annette Davies
- b. Samuel L. Becker Top Graduate Student Paper: Champion of Love and Justice: Sailor Moon as the Conceptualization of a Female Hero in a Japanese Anime as the Intersection between Femininity and Masculinity – Duy Pham, Illinois State University
- c. Top Panel: Which Self Will Be Seen? Managing Privacy, Identity, and Perception Online – Elise Reamer, Northern Kentucky University; Robert Bodle, Mount St. Joseph University; Jason Weimer, Ohio University; Lisa Wagner Crews, Mount St. Joseph University

V. Old Business

- a. Slot Allocation System
 - i. New in 2021, where slots are allocated based on the total number of yearly submissions:
 - 1. All interest groups, caucuses, and sections receive two slots (one for the business meeting and one for panels, discussions, or papers)

2. Any additional slots are based on number of submissions in relation to the overall number of conference submissions.
- ii. Given the new system, we need to do what we can to encourage members to submit their work and ensure our presence at the conference is strong.

1. Member list/directory has been updated for 2021

b. Revision of Call

- i. The challenge for MSIG in recent years has been finding a way to acknowledge and showcase work that captures the changing landscape of media.
- ii. Dana Schowalter, the previous chair, worked on this by extending the definition of media scholarship and the aim of MSIG:
 1. “To promote and showcase scholarship about all forms of mass, new, and social media, including work that engages political economy, audience reception, textual analysis, critical cultural studies, media ecology, production studies, media effects, and all other media studies methodologies.”
 2. Seems to have been effective, as submissions for the cancelled 2020 conference increased drastically for individual papers and discussion panels (also saw a variety of scholarship in the 2020 submission).
- iii. May want to consider co-sponsoring sessions with other interest groups.

1. Popular Culture
2. Rhetorical Theory and Criticism
3. Communication and Technology
4. Interpersonal and Family Communication
5. Performance Studies and Authoethnography

c. Original Media

- i. No original media submissions since 2019, perhaps due to the separate call for original media submissions being buried or missed by submitters.
- ii. Tasha Dunn, MSIG chair, revised the call for original media by including original media as a category in the general call, so the categories now include competitive papers, panels, and original media.
 1. Worth trying again to see if it yields any original media submissions next year.
- iii. Other suggestions:
 1. Try broadening who we target for submissions (teachers, journalists, producers, etc.)
 2. May want to contact specific media outlets/organizations in Madison, WI.
 3. May want to reach out to previous presenters or submitters whose work was not accepted (especially those from the cancelled 2020 conference).

4. Think about altering or expanding the kind of programming beyond the standard paper/discussion panels (e.g., hosting a film festival or a showing of film shorts).

VI. Election of New Secretary

- a. Responsibilities: takes notes during the business meeting, composes the notes for that meeting, and may help with some of the decision-making process for submissions when needed.
- b. Will serve as:
 - i. Secretary – 2022 (Madison, WI)
 - ii. Vice Chair – 2023 (St. Louis, MO)
 - iii. Chair/Planner – 2024 (Grand Rapids, MI)
- c. Nettie Brock, Morehead State University – “nomination from the floor”
 - i. nbrock@moreheadstate.edu

VII. New Business

- a. 2022 Conference in Madison, WI
 - i. Hopefully will be in person.
- b. Ideas for “Re-Connect” Theme
 - i. Media allowing people to reconnect or stay connected (interpersonal connections).
 - ii. Scholarship that highlights our connection to and use of media post-pandemic.
 - iii. Co-sponsored panels with other interest groups.

- iv. Entertainment-oriented showcase of some sort (e.g., “Movie Night” with critique).
- v. Mentor-mentee gathering
- vi. Networking/mentorship session
- c. 2022 Submission Reviewers
 - i. Google Doc sign-up sheet
 - 1. <https://docs.google.com/document/d/1pbXjQWZPqp66kGCE-NQxNGS7z8yhw5JGfBO11TGG01A/edit?usp=sharing>
 - ii. Original MSIG Google account (if we can access it)
- d. Social Media Presence
 - i. 41 members on the Facebook page, average of 10 viewers per post
 - ii. Twitter (inactive since 2017) – 97 followers
 - iii. MSIG blog (inactive since 2010) – either reinvigorate it or scrap it.
 - iv. May want to reinvigorate social media presence by moving to Twitter and/or Instagram.
 - v. Overall need to redirect efforts to maintain a solid social media presence/image.

VIII. Passing the Gavel

- a. Kelly Adams, University of Missouri: 2021 – 2022 MSIG Chair and Planner

IX. Announcements and Closing

- a. Morehead State University and University of Toledo have job opportunities (strategic communication, digital communication)
- b. Meeting adjourned at 12:00 pm (CDT)