

**Popular Culture Interest Group Business Meeting**  
2023 Central States Communication Association Convention  
St. Louis, Missouri

Friday March 31, 2023  
3:00-4:15 pm  
Room: Sterling 6

Officers

Chair: Nettie Brock, Morehead State University

Vice-Chair: Matthew R. Meier, DePauw University

Secretary: Holly Holladay, Missouri State University

- I. Approval of 2022 Business Meeting minutes
  - a. Holly Holladay moves to approve, Aimee Miller seconds
  - b. Approval by voice vote
- II. Reports
  - a. Nettie Brock covered submission details for 2023 conference
    - 13 Papers Submitted; 10 accepted, 3 declined
    - 4 paper panels, 2 discussion panels submitted; all accepted
    - Tight squeeze – need to make sure that we don't accept more than we have space for
  - b. Announcement of top paper and top panel awards
    - "'You Have No Place in this Story': Representation and Narrative Inducement of Rhetorical Agency in the Star Wars Sequel Trilogy (Top Paper)" Joseph E. Kauffman, University of Kansas – Awarded in absentia
    - "'I'd Rather Die Than Fake it Like I'm Having a Good Time: The Intersection of Imagined Industry Plants, Authenticity, and Anti Fans on TikTok (Founders Award for Top Student Paper)" Olivia Sadler, University of Illinois Chicago – Awarded in absentia
    - Cultural Mythologies of the MCU (Top Panel)
      - "Djinn and Juice: Cosmic Powers and Racial Hybridity in Ms. Marvel" Gabriel Arnoldo Cruz, North Carolina Central University
      - "Fading Flagbearers: MCU's Phase 4, Entropy, and the Systems Approach" Andrew R. Donofrio, St. Lawrence University
      - "Marveling at the Triumph of (US) Technology" Matthew Meier, DePauw University
      - "The Multiverse Hath No Fury Like a Witch Scorned" Christopher (Kit) Medjesky, University of Findlay
- III. Officer elections and volunteers
  - a. Nominations: Holly Holladay nominates Tyler Curran, Missouri State University
    - i. Matt Meier moves that we vote by acclamation – John Baldwin seconds and all are in favor
  - b. Volunteer to be reviewers, respondents & chairs – use QR code and everyone takes awkward pictures

- IV. Old business
  - a. We talked about doing more on social media – we’ve created a new Gmail account and Instagram. Engagement isn’t great on our social media platforms – is this something that we want to continue doing?
- V. Passing of the Gavel: Matt Meier
- VI. New Business
  - a. Conference 2024 – Grand Rapids, MI with theme Incoherence: Failures, Futures, and Forgotten Messages
    - Should we combine the pop culture and media studies interest groups networking sessions? Should we consider adding a networking element to the business meeting to get folks to come?
    - Encouraging collaboration with other divisions in terms of panels and papers – encourage members to cross-list things (slot goes to the first billing)
      - i. Media Studies, SOGI, Women’s Caucus, Intercultural, Sports, Rhetorical Criticism & Theory
    - How do we tailor the call to create a space for pop culture that doesn’t have a home? Emphasizing that we invite multiple methodologies.
      - i. Game studies, humor theory, American studies, social media influencers
      - ii. The incoherence of popular culture trends
      - iii. Failure of popular culture (one season wonders on streaming services, the failure of video game release and expectations, #CancelCulture – the historical trends of failure)
- VII. New Business from the floor - none
- VIII. Announcements
  - a. Edited collection about entertainment communication and social engagement (Christy Beck & Rich West) – proposals due in early June
  - b. Self-promotion time
    - i. Holly Holladay – TV Milestones: Parks & Rec
    - ii. Jon Baldwin & Nettie Brock – Intercultural Communication for Everyday Life
- IX. Motion to adjourn
  - a. Adjourned at 3:32