

**Popular Culture Interest Group**  
**2024 Central States Communication Association Convention**  
**Grand Rapids, MI**  
**Friday, April 5, 2023**  
**9:30 – 10:45 AM**

**Officers**

**Chair: Matthew R. Meier, DePauw University**

**Vice-Chair: Holly Holladay, Missouri State University**

**Secretary: Tyler Curran, Missouri State University**

9:35 – Meeting in session

1. Approval of minutes from the floor from 2023 business meeting.
  - a. First - Jennifer Willis-Rivera
  - b. Second by acclimation – Leslie Harris
  - c. All approved.
2. Reports
  - a. 2024 Planning Report
    - i. 9 Papers Submitted; 9 accepted; 3 panels accepted
    - ii. 2 paper panels; both accepted
    - iii. 4 discussion panels submitted; 3 accepted, 1 declined (redundant topic)
    - iv. 1 Networking Session; Pop Culture Quiz (3:30 Saturday – Vandenberg Room).

- v. Total of 9 slots and 1 slot for our business meeting; This is one fewer than 2023.

b. 2024 Award Announcements

**Top Paper Award:** From Pride Lands to Global Citizens: Immigration and Decolonizing of Language in The Lion Guard - Gordana Lazić, Assistant Professor - Missouri State University

**Founders Award:** It's About Damn Time We Discuss the Decolonizing Power of Lizzo's Crystal Flute Performance - Candice Ruh, Doctoral Student - University of Wisconsin - Milwaukee

**Top Panel:**

III. Officer Election and Volunteer Section

A. Secretary

- a. Secretary -> Chair
- b. Nomination for secretary – Adam Tyma – One of the founders of the interest group, wants to give back to the group. He is happy to serve and give back to the group.
- c. Moved that nominations are closed.
  - i. Jennifer Dunn - First
  - ii. Second – Jennifer Willis-Rivera
- d. Motion to approve slate – Jennifer Willis-Rivera
- e. Second – Jennifer Dunn
- f. All in favor.
- g. Adam Tyma is the new secretary – confirmed.

B. Volunteers – Please volunteer to review papers, panel chairs and respondents.

Sign-up on QR code. We try to match interests with reviews, but pop culture is a big genre!

C. Update about social media accounts... should we keep these?

a. Typically passed down to the chair – 1 person joined our FB page this year. Open to discussion.

b. Jennifer Willis-Rivera – is there a chance of creating a new position for social media management?

i. Jessica(Jessie) Hoffman at UCF – Social media manager

1. Facebook is still viable for disseminating information.

2. Facebook group – Post job postings, calls for research.

Facebook is more open to conversation.

3. Some are moving away from social media – Send out a blurb over email (email blast) for those that are not on social media. – Jennifer Dunn

4. Chair has access to email list.

5. Xin – Some really solely on email, so we need duplicates of important information.

6. Challenge: There have not been regular postings.

Deciding intervals to not overload

7. Create a content calendar to pass on to managers.

ii. Referencing bylaws – do we need to vote for an interim position – try out social media management position.

- iii. Move to create a one-year position – media manager - for the Pop Culture Interest Group - Seconded by Jennifer Willis-Rivera. All in favor.

3. Old Business:

a. Gavel is passed to Holly Holladay:

- i. Holly will now serve as chair of the interest group.
- ii. Next year's call:
- iii. Holly references Parks & Rec... something about dogs with chew toys = Holly is aggressive

b. New Business

- i. 2025 – Widening the Scope – New Call/Theme
- ii. Call for co-chairing divisions. What divisions should we appeal to? How can we inspire ideas and connections? Other new contributions for our call for papers/panels.
  - 1. What are other interest groups to reach out to? Co-sponsors – hopefully, they also post a call
  - 2. Sports comm, interpersonal, rhetoric (Gordana), theory & criticism, 'teaching of pop culture,'
    - a. Could we do a small sub-section of GIFTS?
      - i. Panel for GIFTS for teaching pop culture. Invite a new audience. Stick with the format of typical GIFTS. "Using pop culture to teach" – not just teaching pop culture.

3. Partnerships: In terms of content – finessing the call – what does widening the scope mean to us? How to meaningfully broaden the scope of pop culture beyond media – material culture & social media.
  - a. How/when does social media constitute pop culture?
  - b. Sending to MLA, etc. – Not just comm notes.
  - c. Jennifer Willis-Rivera – suggestion – send specifically to schools within a certain proximity to the conference (Cincinnati) – to account for costs of students/faculty.
  - d. Draw from nearby schools to appeal to new students/researchers.
  - e. Jessie Hoffman – can we reach out to school organizations and clubs – and introduce people to the discipline/conference?
  - f. Xin - Word of mouth is important – drag people with you! Add option to present to assignment descriptions – Matt.
  - g. Calls for participatory/interactions with pop culture.
  - h. Welcome non-traditional pop-culture researchers.
  - i. Podcasts are pop culture – Jennifer
  - j. Game Studies Panel – There is not a division for game studies. Invite scholars who already study this. Recruit from e-sports teams for panel contributions.

- i. Connect with e-sports – Jennifer from U of Wisconsin.
  - k. Idea from Matt: ‘Talk-back’ event to react to compilation of politically relevant pop culture.
  - l. Outcomes: Increase participation -> Make some noise.
- 4. Do we need to do anything to our call?
  - a. Slightly revised calls – this summer.
  - b. Extended abstracts?
    - i. We are unique in requesting 25p. papers. Holly is looking into bylaws to allow extended abstracts.  
“Only full papers are eligible for awards”. Jennifer – send reminders to email respondents their papers.
- 5. Announcements from the floor.
  - a. Job calls, humble brags, anything?
- 6. Adjournment!
  - a. Jennifer Dunn – motion to adjourn.
  - b. Matt – Second
  - c. All in favor of adjourning the meeting at 9:12 am on April 5<sup>th</sup>.