

**SPRING  
NEWSLETTER  
May 2024**

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Applied Communication Division members study how communication theory, research, and/or best practices help inform knowledge and theory about communication for practical issues. Members build and test communication theories, often in naturalistic settings, to better examine a wide range of diverse issues, including the communication needs of organizations, effective social interaction, improvement of health care understandings or delivery, implementation of behavioral interventions, training to improve communication, and activist efforts to achieve social change.

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# Applied Communication Division Newsletter

## MESSAGE FROM THE CHAIR



Applied Communication Division (ACD) Colleagues,

Happy Spring everyone! My name is Andrew Pyle and I'm the current Chair of the Applied Comm Division. For anyone new to the division, we're glad to have you join us! One of the reasons I love being part of the ACD is the incredible breadth of scholarship we see each year. Folks from all over the discipline show up to share the applied work they're doing in our sessions, and it's an incredibly rewarding experience to see what you all are working on year after year. In early May you'll be seeing a call for awards submissions, so keep your eyes peeled for that. When we get into the early fall we'll be sending out a pre-conference newsletter with some things to look out for at the conference. In the meantime, good luck wrapping up your semester and have a wonderful summer!

Sincerely,  
Andrew Pyle (Chair)

## About our Board

**Dr. Andrew Pyle**, pictured above, is an Associate Professor and Researcher in the Department of Communication. He studies the intersection of intercultural communication and crisis communication. He has been a member of NCA since 2011 when he attended the convention in New Orleans.



**Dr. Kurt Braddock** is an Assistant Professor in the School of Communication at American University. As a researcher of persuasion and extremism, he explores how propaganda, disinformation, and other extremist messaging contributes to violence. He has been a member of NCA since 2013.

**Dr. Robin Haislett** is an Assistant Professor in the Department of Communication at Weber State University in Ogden, Utah. She studies social media movements and communication among game developers. She has been a member of NCA since 2012.



**Dr. Emina Herovic** is a Social Scientist at the National Institute of Standards and Technology. She provides message guidance that promotes informed risk choices in a rapidly technologically advancing and information rich communication environment. She aids in the development of standards and policy helping to strengthen national resilience. She has been a member of NCA since 2012.

**Dr. Debbie Sellnow-Richmond** is an Associate Professor in the Department of Applied Communication Studies at Southern Illinois University Edwardsville. She researches the efficacy and unforeseen effects of public relations messages in health and organizational crisis context, and the emerging role of social media in creating and resolving organizational crises. She has been a member of NCA since 2011.



## Annual Convention Information

**NOVEMBER 21 - 24, 2024**

New Orleans, LA

**NCA 110TH ANNUAL CONVENTION: COMMUNICATION FOR GREATER REGARD**



Check out the convention information [here](#) to learn more.

### Important Dates Ahead

**12 April to 8 May**

Review Period

**Late-June to early-July**

Decision notifications sent to primary presenters

**Early-mid July**

Registration and Housing Opens

**August 20**

Online Program is Available

*Keep an eye out for the fall edition of the newsletter where we'll highlight conference panels!*

## Applied Communication Member Spotlight: Dr. Elizabeth Petrun Sayers



Dr. Elizabeth "Liz" Petrun Sayers, Ph.D., formerly the Applied Communication Division Chair, is a Social Scientist at the U.S. Food and Drug Administration (FDA). She currently serves in the Center for Tobacco Products (CTP)'s Office of Health Communication and Education (OHCE) within the Division of Research and Evaluation (DRE). The DRE conducts formative, process, and outcome evaluations to support CTP's tobacco prevention campaigns, including [The Real Cost](#), which targets youth to prevent tobacco initiation and use.

Today's youth are digital natives, with 91% owning smartphones, 74% of Generation Z (Gen Z) spending their free time online, and 66% using multiple internet-connected devices simultaneously. [This digital shift](#) raises numerous research questions regarding the optimization of public health education campaigns. In her capacity, Dr. Petrun Sayers oversees DRE's digital advertising research portfolio. This entails evaluating the impacts of tobacco prevention campaign delivery across constantly evolving media and digital channels. While established best practices for public health education campaigns often rely on outdated traditional media sources (e.g., television, radio, print advertising), it is imperative to engage youth where they are most active—online. Exploring and enhancing our understanding of the digital media landscape is crucial for informing ongoing campaigns and refining or developing new evaluation methods.

Dr. Petrun Sayers is currently managing approximately ten studies spanning various methodologies within the portfolio. These methodologies include literature reviews, user experience (UX) assessments, in-depth interviews, secondary data analysis, brand lift studies, subject matter expert (SME) meetings, and experiments. You can connect with Dr. Petrun Sayers on [LinkedIn](#), [Google Scholar](#), and/or check out CTP/OHCE's campaign's [here](#).

We'd love to get to know our members! Please email Dr. Emina Herovic at [emina.herovic@nist.gov](mailto:emina.herovic@nist.gov) if interested in being highlighted in the Fall newsletter.



## Calls for Award Submissions

Dear Applied Communication Division Members,

I hope this message finds you well. Below, please find the call for the 2024 Applied Communication Division awards.

Best,  
Robin Haislett  
Vice-Chair Elect, Applied Communication Division  
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### **NCA APPLIED COMMUNICATION DIVISION AWARD NOMINATIONS:**

The Applied Communication Division of NCA seeks nominations for its annual research awards. These awards acknowledge significant contributions in applied communication theory, research, and/or practice. Up to four (4) awards will be given.

- (1) The Bill Eadie Distinguished Award for a Scholarly Article is given to the author(s) of an outstanding article published in a communication journal.
- (2) The Sue DeWine Distinguished Award for a Scholarly Book is given to author(s)/editor(s) of an outstanding scholarly book. Textbooks are not eligible.
- (3) When warranted, the committee may choose to recognize edited books for a third award.
- (4) Special journal issues on applied communication may be nominated for a fourth award.

***Articles, books, and special issues published with a 2023 or 2024 copyright date are eligible.***

To apply, send a letter of nomination, including a brief rationale and an explanation of the work's significance. Please include a PDF of all articles nominated. Any published reviews of scholarly books should also be included.

Self-nominations are encouraged.

The awards will be presented at the Applied Communication Division business meeting during the 2024 NCA Convention.

Nominations and materials must be RECEIVED by FRIDAY, JUNE 21, 2024 at 11:59 PM MST.

Only electronic submissions of nomination letters and articles will be accepted. Electronic versions of book submissions are encouraged, as well. Please email Applied Communication Interest Group Vice-Chair Elect, Dr. Robin Haislett at [robinhaislett@weber.edu](mailto:robinhaislett@weber.edu).

Nominators for the book award choosing to submit a physical book instead of an electronic version should send four (4) copies of the book to:

Robin Haislett  
230 E. 5100 S.  
Ogden, UT 84405

## Calls for Reviewers

Dear Members,

We have received a substantial response from our colleagues across the discipline who have submitted nominations for articles, journal special issues, and books to be considered for our division awards. I am in need of additional volunteers to assist with the review of these submissions to ensure a timely decision in advance of the conference in November.

To that end, I am asking the dedicated members of our division with Ph.D.s in hand to assist by volunteering to review journal articles, a special journal issue, or a book to assist us in deciding on the division awards.

I thank you for your dedication to our division. If you will kindly let me know in the next week if you are willing to serve, I will get materials delivered to you quickly.

Best,  
Robin Haislett  
Vice-Chair Elect, Applied Communication Division  
[robinhaislett@weber.edu](mailto:robinhaislett@weber.edu)

## Applied Communication Division Leadership Positions

We will be holding elections virtually this year to maximize access to all division members. This year we are electing a Vice Chair-Elect and two members for our nominating committee. The position descriptions are listed below. To be considered for a position, please send the following to Secretary Dr. Emina Herovic at [emina.herovic@nist.gov](mailto:emina.herovic@nist.gov) and cc Dr. Andrew Pyle at [apyle@g.clemson.edu](mailto:apyle@g.clemson.edu).

- The position for which you are applying
- Your Name
- Email address
- Your current position (i.e., job title)
- Written document explaining your background and interest in the position

This information must be received by Wednesday, November 1. You may submit your materials any time before the due date. Election information will be emailed to division members once all candidate information has been received.

**Vice Chair Elect:**

The Vice-Chair-Elect shall be elected annually at the regular business meeting of the Division. The Vice-Chair Elect shall coordinate the evaluation and distribution of the Division's book and article award and when requested, shall assist the Vice-Chair with program planning.

**Nominating Committee Members:**

The Nominating Committee shall consist of the Immediate Past Chair, who is a nonvoting convener and chair of the Committee, and two additional voting members, who do not hold an office, elected at the annual business meeting. No officer shall serve, and no member shall serve on this committee in two consecutive years. After soliciting nominations from the membership-as-a-whole, the Nominating Committee shall confer prior to and submit a slate of candidates for Vice-Chair-Elect and when appropriate, Secretary. The Committee is advised but not required to submit at least two names for each office.

## Job Calls for Applied Division Members

Please send all job postings to Applied Division Secretary, Emina Herovic at [Emina.Herovic@nist.gov](mailto:Emina.Herovic@nist.gov)



## Applied Communication Division Resource Corner

**Cases for Teaching:**

Any faculty member can get free access to all of Harvard's business case studies, which can be a fantastic teaching tool. Check out more here: <https://hbsp.harvard.edu/educator/>

**Research Resources:**

The Wildland Fire Lessons Learned Center posts access to all of its incident review materials – these data are open and free for researchers interested in responses to natural hazards such as wildland fires. The database is here: <https://lessons-stg.fs2c.usda.gov/search-irdb>