Dear PCIG Members,

Last year, when I was assuming the role as Head of the Political Communication Interest Group, I wrote about the need to transition from an interest group to a full division. Today, as my tenure comes to an end, it is my sad duty to inform you that we did not reach this goal. Despite overwhelming support from you, our members, we failed to gain the support of the required 10% of AEJMC members. As such, we will not be applying for Division Status this year, and for that I apologize.

However, looking to the 2017 Conference in Chicago, we have a number of exciting sessions planned which should assist us in our ongoing effort to maintain and grow our scholarly reputation, build connections with other AEJMC groups though new Teaching and Research panel partnerships, and develop stronger personal connections with both our members and the AEJMC membership as a whole.

As part of this effort to strengthen ties, I would like to personally invite each of you to attend both our Business Meeting and the first ever PCIG Social! During our business meeting we will be presenting our awards for top faculty research papers, the McCombs Shaw Award for top student paper, two honorable mention student paper awards, and the award for the Lynda Lee Kaid Best Published Article in Political Communication. We will also be holding elections for our new Junior Research Chair, Teaching Chair, PF&R Chair, Communication Chairs, Secretary, and Graduate Student Liaison. Serving as part of the leadership within PCIG has truly been a rewarding and insightful experience, and I strongly urge you to come and be involved as we continue to grow!

Immediately following the Business Meeting, we will adjourn to the PCIG Social at Timothy O’Toole’s Pub, located just a short walk from the hotel at 622 North Fairbanks Court. Please joins us for drinks, light appetizers, and a chance to connect with other members of the group. (Oh, and did I forget that we will be distributing drink tickets during the business meeting?)

Inside this newsletter you will find notes penned each of our area chairs outlining one of the (in my opinion) strongest sets of programming at AEJ in the past few years. From timely research regarding Trump and the 2016 election, to teaching and PF&R panels discussing the growing ideological divides within American politics and society, to examinations of the role of both traditional and new media outlets within the shifting information landscape.

We are also continuing our tradition, in partnership with CT&M, of offering a pre-conference methodology workshop. This year's workshop – presented by Mike Allen of the University of Wisconsin - Milwaukee – focuses on the theory and practice of meta-analysis, and will cover advanced procedures involving ANOVA, multiple regression, and SEM. Spots are limited, so register today!

Finally, I'd like to thank each of you for being a part of this organization. This is an exciting and turbulent time for the field of political communication, and I truly appreciate having the opportunity to work with and on the behalf of all of you over the past 5 years. I look forward to what the future holds, and to seeing each of you at the annual conference!

D. Jasun Carr
PCIG Head
2017 AWARDS

Young Muslims’ Responses to Anti-Islamic Right-Wing Populist Campaigns: Discrimination, Social Identity Threats, and Hostility
Desirée Schmuck, University of Vienna
Jörg Matthes, University of Vienna
Frank Hendrik Paul, University of Vienna
Top faculty paper

Social Media as a Sphere for “Risky” Political Expression: A 20-Country Multi-Level Comparative Analysis
Matthew Barnidge, University of Vienna
Brigitte Huber, University of Vienna
Homero Gil de Zúñiga, University of Vienna
James Liu, Massey University
2nd place Faculty Paper

The Verbal Tone of the 2016 Presidential Primaries: Candidate Twitter, Debate, and Stump Speech Rhetoric
David Painter, Rollins College
Juliana Fernandes, University of Miami
3rd place Faculty Paper

A Global Election: Analyses of Arabic, Chinese, and Russian News Coverage of the 2016 U.S. Presidential Election
Ethan Stokes, University of Alabama
McCombs Shaw Award for Top Student Paper

FROM THE RESEARCH CHAIRS

BY Bryan McLaughlin

This year, PCIG received a number of excellent, thought-provoking submissions covering a wide range of topics and methodological approaches. In total, PCIG received 89 submissions. Once again we saw a steady increase in student paper submissions—24 this year! Overall, we accepted 54 papers. The outstanding quality of this work is highlighted in our best of PCIG session, which will take place on Thursday, August 10th, from 5:00-6:30—just before our business meeting.

Unsurprisingly, the 2016 U.S. presidential election was a popular topic, and we have a number of exceptional submissions examining the election. Some of this work will be showcased in our “Perspectives on the Trump/Clinton Race” panel, taking place on Wednesday, August 9th, from 8:15-9:45. But we also received excellent papers on a wide range of topics, covering diverse issues such as social media and political participation, political entertainment, international political communication, political emotions, political learning, and many more. These high-quality papers will be displayed during our scholar-to-scholar sessions on Friday, August 11th, from 8:15-9:45 and 12:15-1:45.

Finally, we wish to thank our dedicated reviewers for their hard work. This year we had 90 reviewers, which allowed us to make sure we kept reviewer assignments manageable.

LYNDA LEE KAID BEST ARTICLE AWARD

The Lynda Lee Kaid award for outstanding published paper in political communication for 2016 goes to Emily Thorson, for her article, “Belief Echoes: The Persistent Effects of Corrected Misinformation,” published in the journal Political Communication. Thorson uses multiple experiments to examine the lingering effects of exposure to political misinformation, even after it has been discredited. She finds that it continues to shape attitudes after correction, even if that correction follows immediately. In light of the global rising tide of online misinformation, both nefarious and benign, these results raise important questions not only for journalists, but for media platform operators (such as social network sites) and democratic theorists as well. This study was nominated for its combination of theoretical and methodological rigor, along with the practical guidance that its result can provide both professionals and scholars in political communication. Members of the award committee applauded its multiple replications, and its clear connections between theory and the real world implications for its findings.
WEDNESDAY, AUGUST 9TH, 8:15-9:45
Refereed Paper Session: Perspectives on the Trump/Clinton Race

“I Have a Winning Temperament:” Analyzing Personality in the 2016 U.S. Presidential Debates
Stefanie Davis, Virginia Harrison, and Yeonhwa Oh, The Pennsylvania State University
*Top Student Paper, 3rd Place

Reassessing Issue Emphasis and Agenda Building on Twitter During the Presidential Primary Season
Bethany Conway-Silva, California Polytechnic State University
Christine Filer, Kate Kenski, and Eric Tsetsi, University of Arizona

Being young but not reckless: A Study on Young Adults’ Social Media Flight-or-Fight to Hostility During the 2016 U.S. Presidential Election
Porismita Borah, Kyle Lorenzano, Miles Sari, and Meredith Wang, Washington State University

Societal Majority, Facebook, and the Spiral of Silence in the 2016 U.S. Presidential Election
Matthew Kushin, Shepherd University
Masahiro Yamamoto, University at Albany-SUNY
Francis Dalisay, University of Guam

Schadenfreude, Chagrin, and Deliberation: Discussing the 2016 U.S. Presidential Election in Online News Comments
Martin J. Riedl, Gina Chen, Jordon Brown, Jeremy Shermak, and Ori Tenenboim, The University of Texas at Austin

Discussant: Emily K. Vraga, George Mason University

FRIDAY, AUGUST 11TH, 8:15-9:45
Scholar-To-Scholar (Poster) Session

Topic: Social Media and Political and Civic Participation

Raising Political APPtitude: Examining the Influence of Mobile Platforms on Offline, Online and Social Media Participation
Heloisa Aruth Sturm, Ori Tenenboim, Danielle Kilgo, and Thomas Johnson, The University of Texas at Austin

Does Social Media Matter?: How Perceptions of Political Participation on Social Media Can Facilitate Political Expression and Foster Offline Political Participation
Nojin Kwak, Daniel Lane, Brian Weeks, Dam Hee Kim, Slgi Lee, and Sarah Bachleda, University of Michigan

Connecting with Hyperlocal News Website: Cause or Effect of Civic Participation?
Wenlin Liu, University of Houston
Nien-Tsu Nancy Chen, California State University Channel Islands
Sandra Ball-Rokeach, University of Southern California
Seungahn Nah, University of Kentucky

Towards Engaged Citizens: Influences of Second Screening on College Students’ Political Knowledge and Participation
Yiben Liu and Bumsoo Kim, University of Alabama
Yonghwan Kim, Dongguk University

Confident, Committed, or Cooperative: Participation in User-Generated Content, Digital Badges, and Youth Engagement
Melissa R Gottlieb, Melanie Sarge, Sadia Cheema, Lynn Jessica Founema Agnoun, Texas Tech

Discussant: Tim Macafee, Concordia University Wisconsin
**Topic: New Forms of Political News Exposure**

Ethnic Network Diversity and Familiarity and Engagement with Race-related News on Facebook
Donghee Yvette Wohn, New Jersey Institute of Technology
SJ Min, Pace University
Brian J. Bowe, Western Washington University
Sona Patel, New Jersey Institute of Technology

Interest in Foreign Policy and Foreign News during Presidential Elections
Raluca Cozma, Kansas State University

Self-Reported vs. Digitally Recorded: Partisanship and Ideology in Facebook Networks
Katherine Haenschen, Princeton University

The Effect of Political Information Reception and Participation through Social Network Sites on Political Values and Offline Political Participation
Yingying Ma, Hong Kong Baptist University

Selective Exposure and the Hostile Media Effect Among Post-Millennials
Mitchell T. Bard, Iona College
D. Jasun Carr, Idaho State University

Discussant: Michael Wagner, University of Wisconsin-Madison

**Topic: Political Entertainment and Engagement**

Impacts of Television Humor on Viewers’ Engagement, Attitudes, and Memory
Nafida Banu and Glenn Leshner, University of Oklahoma

Liking on Facebook Might Be More Important Than We Think: Social Endorsement, Credibility Perceptions of Campaign Information, and Engagement
Porismita Borah Meredith Wang, Washington State University

Effect of Jon Stewart’s Daily Show Media Critiques on Declining Public Trust in News Media
Edo Steinberg, Indiana University
Julia Fox, Indiana University

Explaining the Diversity Deficit: The Motivation, Opportunity and Ability Model
Dam Hee Kim, University of Michigan

Liking the (Funny) Messenger: The Influence of News Parody Exposure, Perceived Humor, and Predispositions on Media Trust
Jason Peifer, Indiana University, Bloomington

Discussant: Kristen Landreville, University of Wyoming

**Topic: Public Opinion and Emotion**

What Makes a President? The Role of Gender, Emotion, Ideology, and Sexism in Predicting Candidate Evaluations
Rebecca Donaway, Washington State University
Myiah Hutchens, Washington State University
Colin Storm, Washington State University

Is Bad News Biased? How Poll Reporting Affects Perceptions of Media Bias and Presumed Behavior
Mallory Perryman, University of Wisconsin-Madison
Jordan Foley, University of Wisconsin-Madison
Michael Wagner, University of Wisconsin-Madison
An Emergent Public: Journalistic Representation of Social Media as Public Opinion
Shannon McGregor, The University of Texas at Austin
Daniel Kreiss and Shannon Zenner, University of North Carolina, Chapel Hill

Anger, Cynicism, but Trust in Democracy in Swing-state Presidential Primaries
Jennifer Harker and Daniel Riffe, University of North Carolina, Chapel Hill
Martin Kifer, Highpoint University

Beneficial News or Harmful News? The Influence of Perceived Negative and Positive Effects of Election Polling News
Hyunjung Kim, Sungkyunkwan University

Discussant: Mitchell Bard, Iona College

**Topic: International Political Communication**

Free Market Media, Democracy and Partisanship: A Case Study of Kolkata’s Newspapers’ Coverage of Anti-Industrialisation Protests
Suruchi Mazumdar, OP Jindal Global University

Political Communication and Public Distrust in Northern Ireland: Distrust Trickles Down in a Post-Conflict Society
Charis Rice, Coventry University
Maureen Taylor, University of Tennessee, Knoxville

When the Regime Meets the Social Forces How Propaganda Moderates the Influence of Independent Opinion Leaders on Social Media in China
Li Shao and Fangfei Wang, Syracuse University
He Huang, Renmin University of China

How to Respond to Right-Wing Populism? Investigating the Effects of Three Government Response Strategies on Anti-Immigrant and Anti-Government Attitudes
Raffael Heiss, University of Vienna
*Top Student Paper, Runner-Up

Anti-Europe, Anti-immigrant and Anti-party: UKIP Issue Ownership and the Road to Brexit
Ceri Hughes, University of Wisconsin-Madison

Discussant: Azmat Rasul, Florida State University

**Topic: Measuring Political Attitudes and Behavior**

A Methodology to Measure the Use (and Misuse) of Reframed News-mediated Content in Presidential Campaign Commercials
Chris Roberts and Stan Diel, University of Alabama

Partisan Strength and Social Media Use Among Voters During the 2016 Hong Kong Legislative Council Election: Examining the Roles of Ambivalence and Disagreement
Michael Chan, Chinese University of Hong Kong

The Fight for the Voter’s Favor: The Adoption of Innovative Political Behavioral Targeting Techniques
Tom Dobber, University of Amsterdam

Fake News Is Not the Real Problem
Jacob Nelson, Northwestern University

Media Exposure, Nationalism and Policy Evaluation on South China Sea News: Examining the Mediation Role of Third-Person Effect and Online Participation
Li Xueqing and Guo Lei, Chinese University of Hong Kong

Discussant: Brendan Watson, Michigan State University
UPDATE FROM THE PF&R CHAIR: MICHAEL WAGNER

Less than 50 years after a Republican president, Richard Nixon, created the Environmental Protection Agency, the current Republican president, Donald Trump, has promised to dismantle the EPA in nearly “every form.” More generally, President Trump has promised sweeping changes to how political business is conducted in Washington, D.C. and has engaged in communicative behavior that is reshaping a variety of political, presidential and democratic norms. At the epicenter of these changes is the relationship between the White House and the news media. While politicians of all partisan and ideological stripes have always quibbled about the way they are covered by reporters, coverage of science itself has become increasingly politicized in the information age. This has raised myriad questions for journalists about their professional freedom and responsibility to the verifiable truth, democracy, and their audience.

The PCIG PF&R panel at the 2017 AEJMC conference, co-sponsored with COMSHER, explores the intersection of media and politics with an eye toward scientific and environmental issues facing society. How are these issues communicated to publics in periods of heightened media attention? What does this mean for science and environmental journalists? How do political and science/environment topics overlap in mediated spaces and what are the implications? Dietram Scheufele and Dhavan Shah, both of the University of Wisconsin-Madison, are featured panelists along with an ever-changing set of science and environmental journalists. I hope to see you there, Friday, August 11, 3:30-5:00p.m.

Beyond this year’s conference, political communication scholars have written broadly about issues of professional freedom and responsibility. In Political Communication’s Forum, edited by your faithful PF&R chair, a team of scholars from the University of Wisconsin-Madison published “How Trump Drove Coverage to the Nomination: Hybrid Media Campaigning” while Amber Boydston and Regina Lawrence published a response in the next issue, “What We Really Should Be Asking About Media Attention to Trump.” Finally, a variety of PCIG presentations at the 2017 AEJMC conference touch on important issues of journalistic responsibility and freedom in the contemporary media ecology. Abstracts are available at: http://www.aejmc.org/home/2017/06/pcig-2017-abstracts/
**Topic: Selective Exposure and the 2016 Election**

Incidental News Exposure on Social Media, Information Seeking, and Political Participation in the 2016 Presidential Election  
Masahiro Yamamoto and Alyssa Morey, University at Albany-SUNY

The Power of Anger: Emotional Triggers for Information Seeking and Sharing After the 2016 U.S. Presidential Election  
Jennifer Hoewe and Scott Parrott, University of Alabama

Think the Vote: The influence Selective Approach and Avoidance to Social Media and cognitive measures on Support for Trump and Clinton  
Thomas Johnson, The University of Texas at Austin  
Barbara Kaye, University of Tennessee

Social Media Uses, Political Participation, and Civic Engagement in Election 2016  
Hongwei “Chris” Yang, Newly Paul, and Jean DeHart, Appalachian State University

Activating the Audience: Authoritarianism, White Resentment, and Partisan News Use in the 2016 Presidential Election  
Jay Hmielowski, Washington State University  
Michael Beam, Kent State University  
Myiah Hutchens, Washington State University

Discussant: Leticia Bode, Georgetown University

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**UPDATE FROM THE PCIG TEACHING CHAIR: MITCHELL T. BARD**

PCIG is co-presenting two great teaching panels at August’s AEJMC national convention in Chicago.

On Aug. 9 at 5 p.m., PCIG and ComSHER are offering “Teaching Controversy in the Classroom: Best Practices for Engaging Students about Politically Contentious Science, Environmental, Health, and Risk Issues.” Given the political challenges to settled science in areas like climate change and vaccinations, as well as the fervor with which some students may approach these issues, we, as professors, can find ourselves in potentially uncomfortable or even hostile class environments when these issues come up in discussion. The session will offer thoughts on how to best handle these discussions.

We have assembled a panel of professors who research and teach at the intersection of science and communication, including the legendary Sharon Dunwoody and PCIG’s Amy Bree Becker.

Two days later, on Aug. 11, at 1:45 p.m., PCIG and the Minority and Communications Division will tackle an arguably even more contentious topic, race in the age of Trump, in “Your Candidate is a Loser: Strategies for Leading Discussions of Race and Diversity in the Classroom.” Discussion of race can be uncomfortable in our day-to-day lives, and the risks of addressing this fraught topic in the classroom are amplified, especially since the Trump election. PCIG and MAC have assembled a panel of professors of different backgrounds and experience -- including PCIG chair Jasun Carr -- who work with different populations of students to provide guidance and accounts of their experiences that will help all of us navigate discussions of race in the classroom.

A final note: PCIG would really like to assemble a bank of political communication-related syllabi. Our group is fortunate enough to enjoy a wide variety of respected professors as active members and board members. The ability to share that expertise with the PCIG membership is potentially an exceptionally useful benefit of being a PCIG member. So please, if you teach any class -- graduate or undergraduate, directly on political communications or touching on the topic at some point -- that might be right for the bank, please send your syllabus to mbard@iona.edu.
FRIDAY, AUGUST 11TH, 12:15-1:45
Scholar-To-Scholar (Poster) Session

Topic: Political Learning and Public Opinion

A Path to Deliberation? A Moderated Mediation Model of Intrinsic and Extrinsic Motivations, and Information Selectivity on Elaborative Reasoning
Hsuan-Ting Chen, The Chinese University of Hong Kong

The “Spiral of Silence” Revisited: A Meta-Analysis on the Relationship between Perceptions of Opinion Support and Political Opinion Expression
Jörg Matthes, Johannes Knoll, and Christian von Sikorski, University of Vienna

The Influence of Source-Expected and Unexpected Advocacy on Thoughts and Attitude Change in Dual Frames
Joe Abisaid, University of Detroit Mercy
Doug McLeod, University of Wisconsin-Madison

Are Echo Chambers Louder Online? Pre-Election Confirmation Bias in Selective Exposure Online Versus Print
George Pearson and Silvia Knobloch-Westerwick, The Ohio State University

Social Media and Political Learning: Roles of News Elaboration and News Curation
Chang Sup Park, Bloomsburg University

Discussant: Thomas J. Johnson, The University of Texas-Austin
WHO’S WHO IN PCIG

HEAD
is an Assistant Professor at Idaho State University, and earned his PhD in Mass Communication from the University of Wisconsin–Madison. His current research projects focus on the impact of the Third-Person Effect and the Influence of Presumed Influence on persuasion, consumer culture, and civic engagement; and the interaction of product placements, consumer culture, and peer groups.

VICE HEAD & PROGRAM CHAIR
Amy Bree Becker is an assistant professor in the Department of Communication at Loyola University Maryland in Baltimore, Maryland. Her research areas include public opinion and citizen participation on controversial political issues, the political effects of exposure and attention to hybrid media, especially political comedy and entertainment, new media and computational research methods, and science communication.

RESEARCH CHAIRS
Bryan McLaughlin is an assistant professor of advertising in the College of Media and Communication at Texas Tech University. His research focuses on the interplay of social identity with strategic and interpersonal communication in political and health contexts. His current research explores the strategic use of social identity cues (i.e. partisan, religious, racial) by American politicians and the effect these cues have on political processes, such as voting behavior and political polarization.

Aaron Veenstra is an associate professor in the School of Journalism at Southern Illinois University Carbondale. His research focuses on in-group media and communication, particularly regarding partisan politics. Current studies examine the influence of political and non-political social identities on information seeking and processing, and cognitive outcomes thereof.

PF & R CHAIR
Michael W. Wagner is an associate professor and Louis A. Maier Faculty Development Fellow in the School of Journalism and Mass Communication at the University of Wisconsin–Madison where he directs the Physiology and Communication Effects Lab. Wagner’s research explores how information influences political attitudes and actions, examining how elements of the information environment interact with individual-level factors to affect people’s political preferences, partisanship, and behaviors.

TEACHING CHAIR
Mitchell Bard is an assistant professor at Iona College in New Rochelle, N.Y. He earned his PhD from the University of Wisconsin School of Journalism and Mass Communication. Mitchell’s research focuses on how the atomization of the 20th century American mass media system has affected news in the 21st century, especially on television, the Internet and social media.

MEMBERSHIP CHAIR/SECRETARY
Rachel Mourão is an assistant professor at the School of Journalism at Michigan State University. Her areas of interest include journalism studies, political communication, new media, and Latin American Studies. Her recent research focuses on how technology impacts the way journalists cover elections and campaigns.

COMMUNICATION OFFICERS
Bethany Anne Conway-Silva is an assistant professor of political communication in the Communication Studies Department at California Polytechnic State University. Her research focuses on network influence in news construction, the role of new media in political campaigns, and incivility in politics.

Shannon McGregor is an assistant professor in the Department of Communication at the University of Utah. Her research interests center on political communication, social media, gender, and public opinion.

GRADUATE STUDENT LIASON
Sadie Ehsan Cheema is a PhD student at Texas Tech University in the College of Media and Communication. Her research examines the effect of digital media on civic engagement, political communication and global communication amongst youth. More specifically, her research explores the influence of production and consumption of user-generated content (UGC) online, to assess its implications on political attitudes and behaviors.
NOTES FROM THE VICE HEAD

BY Amy Bree Becker

Hello PCIG! As you've likely already read, we have a really exciting conference program line-up this year. I encourage you to check out the variety of research we have on display during the Scholar-to-Scholar sessions (aka the poster sessions) as well as at our best of PCIG paper panel (Thursday August 10th from 5-6:30PM). Join us for our members meeting right after (6:45PM – 8:15PM on Thursday). We will have some important items to discuss including our goals for the 2017-2018 academic year. Top on my list is working to forge new connections within AEJMC as we continue to move toward our ultimate goal of pursuing division status.

We will wrap-up Thursday evening with an off-site social. Join us at Timothy O’Tooles (622 North Fairbanks Court – a short walk from the hotel) for some fun and refreshments. Drink tickets will be handed out at the members meeting, so that’s an added incentive to join us to discuss our goals for next year!

Speaking of making connections within AEJMC, I’m so thrilled that we partnered with COMSHER for both a teaching and PF&R panel this conference as we’ve done in years past. Plus, we worked with the CT&M (Communication Theory & Methodology Division) to put together an excellent pre-conference on meta-analysis with Mike Allen of the University of Wisconsin-Milwaukee. It was a joy to work with Melissa Gottlieb and Jorg Mattes from CT&M to prepare for this exciting session.

I’m also super excited for our Friday panel with the Minorities and Communication Division entitled, “Your Candidate is a Loser: Strategies for Leading Discussions of Race and Diversity in the Classroom.” I think we can all agree that the election has been an “interesting” thing to talk about in the classroom this past year.

Thank you to our phenomenal Teaching and PF&R Chairs, Mitchell Bard and Mike Wagner, for working with colleagues across AEJMC to put these exciting panels together. And of course, thank you to Bryan McLaughlin and Aaron Veenstra, our Research Chairs, for working so hard to corral reviewers, encourage submissions, and create a final conference program. I know they couldn't have done it without the help of all of you. Thank for continuing to review for and submit to PCIG.

And thanks of course to Jasun Carr for his leadership this past year. I’m excited to serve as Chair during the 2017-2018 year. I look forward to watching the syllabus bank and mentorship programs grow and to new initiatives. We as an interest group are always looking for ways to support and help our members. Please don't hesitate to reach out with new ideas or suggestions both at the conference and during the year!

All my best for a great conference, fun end to summer, and an easy transition back to school for the upcoming fall semester!

PCIG BUSINESS MEETING (DRAFT AGENDA): THURSDAY, AUG. 10 — 7 - 8:30 PM

OLD BUSINESS
1. Report from Vice Head (Amy Bree Becker)
2. Report from Research Chairs (Bryan McLaughlin & Aaron Veenstra)
3. Report from Teaching Chair (Mitchell Bard)
4. Report from PF&R Chair (Michael Wagner)
5. Presentation of Awards

NEW BUSINESS
1. New officer elections (election of Junior Research Chair, Teaching Chair, PF&R Chair, Membership Chair; Grad Student Liaison; Communication Officer(s))
2. Discussion and planning on pursuing full division status
3. Increasing member participation