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Fostering Excellence in Business Communication
The Association for Business Communication (ABC) Newsletter

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ABC Newsletter

Issue 24, April 2020

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From the Editor



Sky Marsen, ABC News Editor

Welcome to the April 2020 Issue

Dear ABC Colleagues,

I hope you are all well during these difficult times that we find ourselves in the world.

As you will know from the President's and Executive Director's recent communications, ABC is continuing to work towards its goals and our projects and activities are progressing despite unavoidable difficulties.

The deadline for submission to the ABC annual conference has been extended to April 27. You can submit your proposal [here](#). The conference is still scheduled to go ahead at this stage but a final decision will be made in mid-August, in response to the global situation and the opening of borders for international travel.

Also, consider nominating someone or yourself for one of the ABC Awards with deadlines coming up in June. These include the [Rising Star Award](#), the [Outstanding Teacher-Scholar Award in Memory of Meada Gibbs](#), the [Outstanding Researcher Award in Memory of Kitty O. Locker](#), the [Innovation in Teaching with Technology Award](#), and the [Outstanding Dissertation on Business Communication Award](#).

I would like to remind everyone that annual conference proceedings are now freely available on the ABC site and can be accessed [here](#). Also, The Proceedings Review Board is seeking new members to assist in reviewing abstracts for inclusion in the conference proceedings. You will be asked to review assigned abstracts and offer feedback via online submission. To express interest or gain further information, please contact Leigh Ann Whittle, proceedings editor, at leighannwhittle1@gmail.com.

ABC has a new YouTube [channel](#). There you will find some interesting and timely video lectures/talks and a message from Geert Jacobs, ABC President.

Finally, ABC has a new mailing address:

Association for Business Communication
P.O. Box 8220
Roanoke, VA 24014

I wish you all courage for the next few weeks or months as we navigate our way through this health crisis.

Take care of yourselves and each other.

Sky Marsen
ABC News Editor

From the President



Geert Jacobs, ABC President

Dear members of ABC, friends and colleagues,

I hope this newsletter finds you well and that you and your dearest haven't been hit too much by this global Covid-19 ordeal. I wish you first and foremost good health. Right now, that seems a top priority.

Earlier today I re-read my note to all of you in the January newsletter. It was only three months ago, but it now feels like a memory from a distant past, a faint voice from another planet.

You may remember I spelled out my and the Executive Committee's key priorities for 2020. They included strengthening our unique conferencing profile, and evaluating ABC's regional division to reflect and encourage a more truly internationally oriented Association. To be honest, most of this feels inappropriate and somewhat out of place in the current climate, where all of us are locked down in our houses. I wrote about energizing the ABC Board of Directors as the principal platform for discussion, but ever since early March I have known everyone has more pressing concerns on their minds.

At the same time, as we're going through this nightmare, it is starting to dawn on many of us that we can't and shouldn't go back to normal, to business as usual. And so perhaps now is a particularly good time to gradually resume work on the action plan – to talk about increased diversity, about a revised, more effective leadership structure, to prepare ABC for a post-Corona world. So let's start to work on that: with patience and respect for what we're all going through, but also with a renewed sense of urgency.

ABC is a strong and vibrant organization. I hope you have seen the weekly e-lecture series that we started on our YouTube channel. Please stay tuned for the latest on our conferences, in Vienna, Austria, end of August, and in San Diego in the fall. We are doing all we can to meet up there, if at all possible, and we are looking at online alternatives, if necessary. There is so much connection in our Association, now more than ever. Let's build on it and I'm sure we'll come out even stronger.

Take care!

Geert Jacobs
ABC President

Annual Conference News



Photo of Balboa Park fountain courtesy of San Diego Tourism Authority

Spring is in the air in the northern hemisphere, which means flowers are blooming, people are planning family gatherings outdoors (covid-19 restrictions permitting), and the semester is drawing to a close in some parts of the world.

We want to remind ABC members about the upcoming 85th [Annual International Conference](#) this October 28 to 31, 2020 in San Diego, California. This year's conference theme is *Strengthening B-comm in an era where perception is reality*. Well, we are all working in a different environment using skills we did not know we had all along. After a few weeks of online teaching and working, we have all become masters of technology to one degree or another.

In recent years, conference chairs have suggested books to read related to our conference and host city. Yeah, we could do that but not right now. Since we cannot (or could not) enjoy spring break with our families, we thought we would bring a bit of San Diego to you virtually.

- San Diego Travel Tips: 11 Things to Know Before You Go <https://www.youtube.com/watch?v=r7boZsSKlts>
- San Diego Beach Guide - Best Beaches in San Diego <https://www.youtube.com/watch?v=5p9l1HlnYWM>
- San Diego Zoo <https://www.youtube.com/user/SDZoo>
- Balboa Park <https://www.youtube.com/watch?v=USeiZiJkMdk>

For those who will have down time and may want something to read, we suggest literary works set in San Diego.

- "San Diego Noir," edited by Maryelizabeth Hart. The book features a 15-story collection of San Diego-set murder mysteries by authors including Taffy Cannon, Lisa Brackmann, and Don Winslow. Local landmarks abound, including Lindbergh Field, Ocean Beach, and La Jolla Cove.
- "The Neighbors are Watching," by Debra Ginsberg. Set in Del Mar and Carmel Valley, and based on real fires that swept San Diego in 2007, this work fictionalizes the events that disrupted suburban life.
- "The Dawn Patrol," by Don Winslow. This 2008 book follows the life of an ex-cop turned surfing private investigator. Expect waves, an abduction, and fish tacos.

If you are interested in San Diego history, check out these selections recommended by Goodreads:

- "Stranger than Fiction: Vignettes of San Diego History," by Richard W. Crawford
- "Stories of Old San Diego Over Two Centuries," by M.M. Sugg
- "The Romance of Balboa Park," by Florence Christman
- "Beach Town: Early Days in Ocean Beach," by Ruth Varney Held
- "The Haunted Whaley House, Old Town, San Diego, California: A History and Guide to the Most Haunted House in America," by Robert James Wlodarski

Right now, no matter if you are watching videos or reading, everyone needs to find some down time to replenish the soul.

Dee Fuchs and Ashley Nelson
Conference Co-Organizers

ABC Mentor Program

A special thank you to the following mentors who participated in the pilot of the ABC Mentor Program: **Marsha Bayless, Peter Cardon, Debbie DuFrene, Barbara Shwom, and D. Joel Whalen.** Mentees report having a positive experience, and the program is now open to any member interested in being a mentor or being mentored. Find out more about the program here: <https://www.businesscommunication.org/page/mentorship-program>.

Western ABC Conference



The Western ABC region held its 2020 conference on board the Carnival Imagination cruise ship. This new conference format provided for ample community building opportunities, informal conversations, group meals, a group hike in Catalina Island, and an Ensenada wine industry tour. Kudos to our captain and conference chair, Prof. Peter Cardon, for making sure we had meaningful, productive conversations in professional and fun environments. The Western ABC will move to Hawaii in 2022!

Call for Papers for Special Issue

ABC Member Yan Jin is Guest-Editing a [Special Issue of the International Journal of Crisis and Risk Communication Research](#) on the COVID-19 pandemic. The aim in this issue is to use crisis and risk communication knowledge, experience, and research to shed light on a crisis that has received significant heat in the last few months. As such there are broad three objectives in this issue:

1. Deconstruct the COVID-19 crisis in a meaningful way to better understand lessons for future pandemic crisis planning, and actions.

2. Analyze the existing and emergent risks associated with COVID-19, organizational or institutional reactions to it, and public self-protection actions taken (or not).
3. Evaluate the (de)escalating factors affecting the pandemic and its outcome(s) in order to build strategic recommendations for future pandemics and public health crises.
4. Advance crisis and risk communication theory via conceptual and methodological innovation that provides evidence-based insights for COVID-19 and future public health crisis prevention, preparedness, response, and recovery.

Submissions

Submissions to this special issue should follow the process outlined on: <https://stars.library.ucf.edu/cgi/submit.cgi?context=jicrcr> and authors can find more information about the journal's guidance for authors at: <https://stars.library.ucf.edu/jicrcr/styleguide.html>.

Submission deadline: December 4, 2020

Video Conferencing Tips

Here are some video conferencing tips that may help some of you during this time:

- Please be technology ready. If using Zoom, once you've accepted the invitation, download (or update) the ZOOM.com software (or whatever platform your call will use) at least a few days to a week in advance of the call. Consider "testing" with another person to be sure your connection and setting (lighting, background noise) work well. Zoom support now offers a "test" Zoom meeting here: <https://support.zoom.us/hc/en-us/articles/115002262083-Joining-a-test-meeting> Don't wait for the same day to figure out/evaluate the technology. About five or 10 minutes prior the event, link through and be ready to join the video conference. This can help in case an unexpected tech issue arises. Once the video conference begins, it can be disruptive trying to troubleshoot the issue.
- Plan carefully where and how you participate on the video conference. For large calls, unless you are leading the call, be sure you are muted after roll call or introductions. Otherwise attendees will hear background noises such as your phone ringing or email notifications or they may get other disruptive feedback. If working from home, you may want to close the door

where you are participating or use a “do not disturb” sign to help eliminate pet noise or other distractions.

- If you plan to participate in listening mode only and will join without using your camera, please watch your screen to know when it is appropriate to speak up or respond to a question. The chat function is helpful to get someone’s attention or to ask a question. Some platforms offer a reaction function to raise your hand and wait to be called upon.
- Like all meetings, an agenda is helpful so everyone can best prepare, and so time and internet resources are used efficiently.

ISO Committee Chair

The Standards Council of Canada, the Canadian arm of the International Organization for Standardization (ISO), has appointed ABC member James Archibald as Chair of the ISO/TC 37/SC 2 mirror committee on *Terminology workflow and language coding*. Dr. Archibald is also the vice chair of ISO/TC 37 whose work focuses on language and terminology. The ISO committee’s work focuses on the standardization of resources, technologies and services related to terminology, translation, interpreting and other language-based activities in today’s multilingual information society.

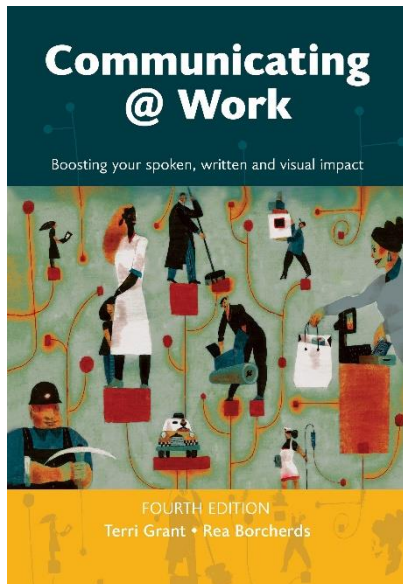


James Archibald

Dr. Archibald currently teaches translation at McGill University. In addition to his teaching and research, he is a member of the Conseil supérieur de la langue française and the Office des professions du Québec.

New Books

Communicating @ Work by Terri Grant and Rea Borchers, 4th ed. Van Schaik, 2020.



The book unpacks the various and complex communication challenges in today's multicultural and technological working environment. Every chapter has been updated with the latest findings and debates. Given the accelerated proliferation of multimodal digital devices and networking opportunities and challenges, the authors have also increased their focus on new media, particularly the role played by social media in business contexts and corporate reputation management.
