specifically, the goal of this research is to evaluate USAF logistics Airmen's perceptions of the effectiveness of their existing workplace meetings and wing's social media communication regarding the COVID-19 pandemic and to discover what influences them to seek information regarding the COVID-19 pandemic. Ultimately, results of this study can be used to help improve existing meetings and communication methods regarding the COVID-19 pandemic and future crises. This research is much needed for a number of reasons. First, the pandemic highlighted shortcomings in current corporate communication and internal crisis communication research (Adamu and Mohamad, 2019; Frandsen and Johansen, 2011; Guo and Canella, 2021; Mazzei and Butera, 2021). Guo and Canella (2021) explain that due to the extreme level of uncertainty, information disorder and the overwhelming amount of information available during the pandemic, communication during a crisis is different than typical communication that is studied. Furthermore, we live in a risk society where lessons learned from the COVID-19 pandemic may prove extremely useful in the future (Rouleau *et al.*, 2021). Rouleau *et al.* (2021) explain that no one should have been surprised by COVID-19 because the idea of a global pandemic was around since 2017. Additionally, Ebola, H1N1, the 1918 Spanish flu are prime examples of pandemics in the past. It is not a reach to believe a future pandemic could occur, and the COVID-19 pandemic allows us the opportunity to study a crisis as it was unfolding. To address the problem, a method to evaluate the effectiveness of our pandemic communication to our internal stakeholders is needed. We seek to determine if an expanded planned risk information seeking model (PRISM) can serve as this tool. The PRISM provides a broad framework for trying to understand what motivates people to seek health and risk information. We add to this model by including perceptions of existing organizational meetings to the framework.

Theoretical background and model development

Effective communication

Although there is no singular definition for effective communication, effective communication is often used to describe a way to connect with others to create mutually satisfying outcomes (Lasater, 2019). There have been several factors identified that may contribute to communication being effective. Reddy and Gupta (2020) highlighted when an organization or individual performs effective communication, several factors are key: effective communication must be provided to the recipient ahead of time to minimize impact of risk, it should be polite, imaginative, contemporary, valuable, efficient, synergetic, enlightening, transparent and authentic. They go on to say that communication should exist at every hierarchy in an organization and should flow vertically both up and down the chains of command, horizontally to peers, co-workers and other departments, as well as diagonal when applied appropriately, such as going to one of your supervisors peers to ask for technical expertise. Effective communication is important because research has shown that effective communication in an organization can drive better performance of its members (Leje *et al.*, 2019).

Effective communication for organizational success

Effective communication has routinely been linked to organizational impacts; however, researchers agree there is no one-size-fits-all model to test these impacts. For instance, Eunson (2007) believes that due to the complexity of the communication field, it is not possible to create a model to answer all types of questions about communication. He does believe that you can tailor models down to specific instances to analyze effective workplace communication. Effective communication within organizations has been proven to increase trust between members, build stronger relationships and help organizations achieve their goals faster (Barker and Gower, 2010).

It is also important to understand that different mediums of communication impact members of groups in various ways. As an example, in Sweden, it was found that workplace meetings had a distinct health-promoting value and gave workers the opportunity to influence decision making (Bergman *et al.*, 2016). Before Air Force operations take place, there must be communication regardless of if it is through meetings, email, electronic systems, cellular phone, etc. Internal Air Force communication occurs when the organization directly communicates to its members at home station and deployed. The Air Force externally communicates when its audience is mass media, congressional members and foreign dignitaries. All the Air Force's internal and external audience members are critical to the Air Force's communication strategy and global reach as noted by former Chief of Staff of the Air Force Gen Mark A. Welsh III (Board, A.F.S. and National Academies of Sciences, Engineering and Medicine, 2016). The United States Air Force may be able to capitalize on effective communication research which will help build stronger teams at every hierarchal level ultimately increasing mission readiness, especially in times such as the COVID-19 pandemic.