

VIEWPOINTS

The official newsletter of the Visual Communication Division of AEJMC

Visit the website at aejmc.net/viscom



FROM THE VISCOM DIVISION HEAD

Denver 2010 Convention

Planning the programming for the annual convention is no small feat. And thankfully, I didn't have to do it alone this year. So now that we're all settling into another school year, I wanted to take a moment to thank everyone who coordinated and served on panels; helped plan special sessions like the preconvention workshop, mini-plenary and hiking outing; and presented papers or served as discussants for our outstanding research sessions.

Our panels covered a number of diverse topics, from multimedia storytelling to visual ethics, and innovative ideas for the future of journalism to strategies for capstone success. And research papers were equally diverse, covering a wide range of topics, including video journalism, visual reporting, multimedia design and typography. Our division and its members have made outstanding contributions this year, and we intend to continue that growth.

We have a number of goals for the year, including increasing participation in the division's mentoring program, adding to our the "teaching resources" section of the website, and improving communication among members. To achieve these goals, we need your help. Visit the division's website (<http://www.aejmc.net/viscom/>) to learn more about how you can contribute to the mentoring program and teaching resources. I also invite you to contact me with any ideas you have about how the division can better serve its members.

Of course, our biggest task of the year is to plan the programming for another great conference. Next year's convention will be held in St. Louis, August 10-13.



And we're excited to begin the planning process again. It's hard to believe that it's time to start thinking about another convention. However, we're already facing some important deadlines for 2011 convention programming. So, I encourage all of you to start thinking about how you might contribute to next year's conference. If you have panel ideas or proposals for preconvention workshops or outings, please visit the Google doc (<http://bit.ly/AEJMVisCom2011PanelProposals>) that our 2011 program chair Jeremy Gilbert has set up and submit your ideas. The deadline for submissions is Oct. 25, so don't delay!

Second vice head Bruce Thorson, Jeremy and I will meet up in Albuquerque in December to collaborate with other divisions and set the program for our next conference. We also encourage you to start thinking now about research topics you might pursue and submit for consideration for presentation during one of our research sessions.

We're looking forward to another great year. So, please don't hesitate to contact your division's leadership if you have ideas or concerns to share.

Jennifer George-Palilonis is the Visual Communication Division Head and an assistant professor at Ball State University. jageorge2@bsu.edu

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2010-11 VisCom officers appointed

Head:

Jennifer George-Palilonis, Ball State Univ.

Vice-Head & Program Chair:

Jeremy Gilbert, Northwestern University

Second Vice-Head

Bruce Thorson, University of Nebraska - Lincoln

Research Chair:

Robert Peaslee, Texas Tech University

PF&R Chair:

Larry Dailey, University of Nevada

Teaching Chair:

Mary Bock, Kutztown University

Best of the Web Chair:

Phil Loubere, Middle Tennessee State

Creative Projects Chair:

Michael Cheers, San Jose State University

Logo Chair:

John Freeman, University of Florida

Membership Chair:

Byung S. Lee, Elon University

Newsletter Editor:

Ellen Mahaffy, University of Wisconsin - Eau Claire

Visual Communication

Quarterly Editor:

Paul Martin Lester, California State University, Fullerton

Webmaster:

Keith Greenwood, University of Missouri



FROM THE SECOND VICE-HEAD

Kosovo's Hope

The aircraft's wheels screeched as we touched down at the Lincoln airport after a long, interesting journey from half a world away. It was Sunday, March 23, 2008, and we had been traveling for almost 30 hours. We were back home after spending eight days in the newly independent state of Kosovo.

Our group totaled nine—two University of Nebraska-Lincoln faculty members and seven College of Journalism and Mass Communications journalism students—five photojournalists, one reporter and one videographer. A financial gift from Howard Buffett, Joel Sartore and Tom Mangelsen enabled the college to send us there. Armed with still and video cameras, audio recorders and notepads, we traveled to Kosovo to document the lives of its people.

Kosovo is a land of contrasts and conflicts. A stunningly beautiful country, with its warm summers, cold and snowy winters and high mountain landscapes, it has a per capita income of less than \$1,800 per year, an unemployment rate that exceeds 40 percent and an economy that is the most under-developed in Europe. The people of Kosovo, composed of about 90 percent Albanian and more than 5 percent Serbian, are scarred by the horrific genocidal massacres of a war from Serbia in 1998 and 1999. Since June 10, 1999, the United Nations Interim Administration Mission in Kosovo has



Photo by Kate Veik

been the peacekeeping force. The country declared independence from Serbia on February 17, 2008.

There, at the Lincoln airport, as we each collected our bags from the luggage carousel, our "Kosovo family" (we had lived, dined, laughed and made new friends together) divided and left.

Clay Lomneth, one of the college's student photojournalists, needed a ride back to his dorm, and I told him I'd give him a lift. As we slowly strolled the short distance from the airport terminal to the parking area, walking mostly in silence, camera straps still tugging on our necks and shoulders, our minds grappled with all we had seen, smelled and felt in a country half a world away. Suddenly, being back in Lincoln made the trip feel as if it had all been a dream.

Lomneth, a lanky young man whom we nicknamed "Cat Man Clay" because he moved like a cat while taking photographs, slid quietly into

the passenger seat of my '99 Chevy Suburban. After spending eight days in Kosovo, crammed into cars the size of shoeboxes, the Suburban's interior seemed cavernous.

The car was silent except for the drone of the tires on the road that led us back toward Lincoln's all-familiar landscape. I interrupted the silence when I asked Clay how it felt to be back. He paused, stumbling over phrases to explain his feelings.

I asked him if he was having difficulty articulating his experience because he was back in a place where people have so much after being in place where people have so little. He nodded, saying that was his feeling exactly. "I hope that feeling never goes away," he said, "that I keep it with me all the time."

Before we departed from Lincoln, we spent what seemed like an eternity studying Kosovo. We began meeting once a week as a class in January 2008, and



Photo by Logan Meier

LINKS

Photo documentary blog in Kazakhstan:
www.unlphotojournalism.wordpress.com

In-depth audio photo stories about Kosovo and South Africa:
www.unl.edu/photojournalism/map.html

Kosovo's Hope: Stories of Renewal and Despair in an Independent Nation
digitalcommons.unl.edu/journalismstudent/2

Photo documentary project in Nebraska:
unlphotojournalism.blogspot.com

News photographer article:
digitalcommons.unl.edu/journalismstudent/1

each week, until our March 14 departure, we researched Kosovo's history and current events. We tried to find and build contacts who would lead us to good subjects and even better stories. We brainstormed potential story ideas. We used all

sources at our disposal — the Internet, cell phones, landline phones, friends, friends-of-friends and word-of-mouth.

Despite all the planning, our nerves were jumbled and our stomachs were in knots the day we flew to Kosovo. What greeted us was a dirty town with litter everywhere. Roads were pocked with potholes. The electricity goes out at least five times a day because the power plant is archaic, and residents living by the plant are dying from the pollution. The business district is made up of small, cluttered retail shops, many of which have electrical generators sitting out front in case the power goes out.

But we quickly discovered that Kosovo's people are wonderful — with their big smiles, their warm hearts and their plates of great, great food. They love Americans. The capital showcases a mural of Bill Clinton, who was instrumental in getting NATO to drive the Serbs out of Kosovo, ending the war. It seemed that more U.S. flags were waving there than in the States.

Kosovo's population is composed mostly of people 18 to 34 years old. We saw very few older people. We were told that during the war with Serbia many residents evacuated to escape the murders, rapes, bombings and massacres. When the war ended, many people, mostly the older

residents, chose not to return because it was too difficult to uproot, return and start over.

Our students spent eight days crisscrossing Kosovo and Pristina, meeting people, finding stories and doing lots of journalism. Lomneth found a widow whose husband died in an accident while working at the power plant, which she sees every day out her front window. Lindsey DeMarco spent time with a Serbian family that feared for its safety living among Albanians. Karen Schmidt found a care home of mostly elderly men who no longer had any family to visit them. Vanessa Skocz stumbled upon a funeral for 13-year-old girl hit by a car; hundreds of mourners turned out to bid the child farewell. Kate Veik photographed a teenage boy making a living digging and selling potatoes. Videographer Michael Mason D'Croz came across a former soccer star who was forced to leave his home because of the bombing during the war. And Shannon Smith worked tirelessly, bouncing from photographer to photographer, story to story, to absorb and report on all that she could.

The stories of the people of Kosovo pulled at our hearts and twisted our minds as we tried to comprehend the stress, the tragedy and the heartbreak of the country. What we found were people with friendly smiles, heartwarming souls and welcoming hospitality; they became friends we will have for a lifetime.

So yes, we have stories to tell and share and enlighten about Kosovo, a land of contrasts and conflicts. But we also came away with something less visible but more lasting. The lives of our students have forever been changed for the better—by what they saw, by what they accomplished as journalists and by what they felt in their hearts—in Kosovo, our destination.

Bruce Thorson is the Visual Communication Second Vice-Head and an associate professor at the College of Journalism and Mass Communications University of Nebraska-Lincoln. bthorson2@unl.edu



Photo by Clay Lomneth



FROM THE SECOND VICE-HEAD

Midwinter Conference

March 4–5, 2011

The AEJMC Midwinter Conference is a great environment to get connected, get recharged. You will network with others, not only in the Visual Communication division but also in other divisions, as well. This informal conference is being hosted in March (specific dates to come) at the University of Oklahoma's Gaylord College of Journalism and Mass Communication in Norman, Okla. Twelve of the AEJMC divisions, interest groups and commissions will be attending.

Paper submissions

Authors should submit research paper proposals consisting of a 300- to 500-word abstract to the relevant division/interest group/commission contact person. The abstracts should give a clear sense of the scope of the research and the method of inquiry used. Conclusions should be highlighted for works that have been completed by the submission deadline. Do not send full research papers for consideration. However, authors of proposals accepted for presentation at the conference must submit complete research papers, not exceeding 30 pages, to their discussant two weeks prior to the conference. Papers presented at this conference also are eligible for presentation at the national

"Last year, in my first semester as a Ph.D. student, I was encouraged to submit a paper to the AEJMC Midwinter Conference. Having never been to an academic conference before, this seemed like the perfect way to cut my teeth in the conference circuit. I was told from professors and PhDs ahead of me in my program that the AEJMC Midwinter is an intimate, encouraging environment in which I would receive a lot of feedback on my research." *Carolyn Yaschur, Ph.D. Student, University of Texas School of Journalism.*

AEJMC convention. Accepted authors are encouraged to use feedback from reviewers at this conference as they improve and finalize works in progress for submission to the national conference.

Panel submissions

Panel organizers should submit proposals to the relevant division/interest group/commission contact person indicating the panel title, a description of the session's focus, the issues to be discussed, and a list of panelists (potential and confirmed), including affiliation.

Format

Identify the paper's author(s) or panel's organizer(s) on the title page only, and include the mailing address, telephone number and e-mail address of the person to whom inquiries should be addressed. The title should be on the first page of the text and on running heads on each page of text. Include your abstract or proposal as an attachment in a standard word-processing format (preferably Word or RTF). Also, please ensure that you remove any identifying information from your document (with the exception of the title page).

Get your submissions together now. The deadline for these submissions is not set, but we let you know soon.

We hope you will find time to attend.

Bruce Thorson is an associate professor at Univ. of Nebraska-Lincoln, College of Journalism and Mass Communications, and 2nd Vice-head of the Visual Communication Division. Phone: 402-472-8279 or bthorson2@unl.edu

Review Papers

Faculty and students are encouraged to serve as reviewers for the 2011 Visual Communication Division paper competition.

For faculty, reviewing substantially bolsters your service record and gives you first-look access to the new work being done in the field. For students, reviewing provides these benefits along with giving you valuable experience editing others' work, a skill that can only help your own writing and research. It's also a relatively low-impact line on your CV.

If you are interested in serving the division as a reviewer, or if you simply have questions about what's involved, please contact the Division Research Chair, Rob Peaslee, at: robert.peaslee@ttu.edu



Brochure Available Online!

Our division recruiting brochure is now available on the Web site at aejmc.net/viscom.

Please feel free to download it, print it and hand it to a colleague or graduate student in your department who may have an interest in joining our merry band of teachers and researchers.

Join the VisCom listserv
by sending a message with **SUBSCRIBE** in the
message line to **AEJMC-VISCOM@LISTSERV.MIAMI.U**



FROM THE AEJMC 2011 LOGO CHAIR

2012 AEJMC Convention Logo Design Competition!

May might seem like a long way off, and so does 2012, but it's time to start working with your students for a 2012 Chicago convention logo. A logo entered in the AEJMC 2012 convention logo contest should be designed to represent the AEJMC annual conference to be held in Chicago in August 2012. It should also visually suggest "Chicago."

The logo should communicate immediately, effectively and it should be memorable. Entries must be the work of students enrolled in classes taught by AEJMC members. Each school may enter a maximum of 10 logos per design instructor. The logos must be submitted by a faculty sponsor. This might be an extra credit project for your design students or a spring 2011 assignment.

For a logo entry to be eligible, entrants are required to submit their logo entry as an EPS computer file (.eps). The filename must bear the last name of the entrant (for example: SmithLogo1.eps). The EPS file format is required because it is a vector based format that provides better reproduction. The logo must be a vector graphic with the type converted to outlines.

A logo entered in this competition must:

1. include the following type elements: AEJMC August 2012 Chicago
2. include AEJMC as an integral part of the logo.
3. be adaptable to multiple uses, i.e., program book cover, nametags and promotional material. The logo should not lose impact or legibility when substantially reduced.
4. retain a sense of balance and internal integrity when typographical elements are removed.
5. reflect the diversity of interests within AEJMC
6. be reproducible in solid tones using one color (black). No tints, no blends, no gradations are allowed.
7. **No copyrighted artwork**

Faculty sponsors must send a list of filenames with the entrants' names, addresses, and e-mail addresses, plus their own full contact information (office phone, address, etc.) Winners should be notified before June 1, 2011.

E-mail entries to: jfreeman@jou.ufl.edu by May 1, 2011.

John Freeman is the AEJMC 2012 Logo Chair and an associate professor in the Department of Journalism at the University of Florida. jfreeman@jou.ufl.edu



Call for Contributions:

Contemporary Media Ethics: A Practical Guide for Students, Scholars and Professionals in the Globalized World (2nd ed.), edited by Mitchell Land, Koji Fuse and Bill W. Hornaday.

We seek chapter proposals (the maximum of 1,000 words with endnotes) for the second edition of *Contemporary Media Ethics*, which will be published by Marquette Books. This is a major revision. All chapters solicited are caseanalyses that compare utilitarian and non-utilitarian approaches to decision making in mass media practices. The non-utilitarian approach can be either non-Western or non-dominant Western. In particular, cross-cultural proposals that attempt to apply a non-Western philosophical foundation (e.g., the palaver, Confucianism, Daoism, slam) to a U.S. domestic case are welcome.

Proposals are due Dec. 1, 2010, and chapters due June 30, 2011. For full details, go to <http://fuseprojects.weebly.com/mediaethics.html>, or e-mail Koji Fuse at kfuse@unt.edu.

