

Viewpoints

Spring 2005
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The Official Newsletter of the Visual Communication Division of AEJMC

Notes from the head

By Brian K. Johnson, University of Illinois at Urbana-Champaign, Division Head

The contracts are signed and on their way back to Lawrence Erlbaum Associates, academic journal publisher. Visual Communication Quarterly, VCQ, enters a new phase in its life.



Brian K. Johnson

I think it's appropriate at this milestone to give our thanks and appreciation to VCQ's daddy, Keith Kenney. It was about 12 years ago, that Keith created VCQ and served as its first editor. He "hired" Ken Kobre for Positive/Negative, Rich Beckman for Commentary, Bethami Dobkin for book review editor, Ron Cioffi for design director and Julie Newton for Bibliography editor. He found people such as Tom Kennedy, Pegie Stark and Randy Cox to serve on the Advisory Board. He also got key

faculty to serve as manuscript judges. Keith then worked with Jim Gordon to publish VCQ in the National Press Photographers Association's News Photographer magazine. He was the one that created the "one of a kindness" of VCQ. After Keith accepted a Fulbright to teach at Makerere University in Uganda he asked Jim Kelly to become editor. So, for all this, our gratitude goes out to Keith Kenney. VCQ would not be what it is today without his insight and hard work.

Our associates at the NPPA have recently announced the release of "Best Practices for the Business of Independent Photojournalism." This represents a milestone in the life of NPPA. The original bylaws of that organization prevented them from presenting viewpoints related to labor issues. This made sense at the birth of NPPA because their goal was to attract not only photographers but also their editors. To prevent a divided house, NPPA needed to stay away from defending one side against the other. ►

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The 88th Annual Convention is Wednesday, August 10, through Saturday 13, 2005, at the Marriott Rivercenter, San Antonio, Texas

Michelle Seelig, Vice Head, and Brian Johnson, Head of VisCom Division, work on the programming slots, as they are taken in turns by other divisions. A woman in the background tosses a chip ... everyone tries to keep track of several days' of program grids at once.



See Page 4 for Story.

Photo by Loret Gnivecki Steinberg

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Increasing numbers of NPPA members are working as free-lance photojournalists. More publications are requiring free-lancers to sign contracts that strip away PJ's image rights while burdening them with extra legal obligations. Who was looking out for the independent photojournalist? The NPPA board, after consulting with their regional directors and members, amended their bylaws to allow the organization to have a voice in labor issues. They created the Best Practices Committee. Greg Smith, also member of American Society of Media Photographers, and Editorial Photographers was selected chairman (bpc@nppa.org).

As a long-time member of NPPA, I've come to believe that the time was right for this new phase for NPPA. Somebody needs to look out for the little guy, so NPPA is doing just that with the release of "Best Practices for the Business of Independent Photojournalism" (http://www.nppa.org/news_and_events/news/2004/02/best_practices.html).

Simply put, these guidelines set out ethical and fair practices for both media outlets and photojournalists to follow. Industry heavyweights such as J. Bruce Baumann; Kenny Irby, visual journalism group leader, The Poynter Institute; Maria Mann, director of photography, global current events, Corbis, and some of our own heavyweights: David Rees, director, Pictures of the Year; associate professor, University of Missouri School of Journalism and Julianne H. Newton, editor, Visual Communication Quarterly were part of the committee that developed these guidelines. I urge you to go to

the Web address in the preceding paragraph and read the document. Many of the best practices in these guidelines could apply to other media free-lancers like graphic designers in addition to the intended photojournalists. But the guidelines will only have maximum impact if we introduce them to our students.

Our students need to respect and understand the value of their work. They need to know they don't have to be at the mercy of powerful media giants. These media powerhouses, including some of the most respected newspapers in the nation, know that people starting out in the profession will work under less-than-fair contracts just to get published.

What I like about "Best Practices for the Business of Independent Photojournalism," is that it places rights and responsibilities on both parties. It expects both the media outlet and the photojournalist to be fair and ethical in their journalism and business practices. It references the newly updated NPPA Code of Ethics: http://www.nppa.org/professional_development/business_practices/ethics.html

Where do Visual Communication educators enter the picture? We have an obligation to teach our students not only the theory of visual communication, but also the practice. If we want meaningful photojournalism to continue in this increasingly free-lance media marketplace, we need to ensure that our students understand the full costs incurred to produce this work. This NPPA product is an excellent teaching tool and I will be using it with my students.

– Brian K. Johnson

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Viewpoints is the official newsletter of the Visual Communication Division of the Association for Education in Journalism and Mass Communication and is published three times a year. Articles and letters to the editor are encouraged. Opinions expressed in all submissions belong to the authors and not the Viewpoints editorial staff, the officers of the Visual Communication Division or the officers of AEJMC. Please e-mail submissions to Janis Page at janizpage@mediawerks.org.

We have extremely good news about the future of



Julianne Newton
VCQ Editor

Visual Communication Quarterly.

Thanks to the good work of Brian Johnson and Linda Bathgate, senior editor for communication at Lawrence Erlbaum Associates, we have a signed contract to move forward with VCQ as an independent journal. The first issue under the new arrangement will include 128 pages, a double issue, of multiple, full-length, juried research articles; a new (also juried) creative portfolio section; VizBib; Ken Kobre's Positive/Negative; commentary; and book reviews.

Although all of us regret not being able to continue publishing as part of News Photographer magazine, this new arrangement with LEA provides a viable means for sustaining, and even enlarging, the journal. The most recent 32-page, double issue of VCQ, published in the January 2005 News Photographer, cost about \$4,500, with expenses shared by the University of Oregon School of Journalism and Communication (thank you, Dean Tim Gleason!) and LEA. We hope to continue our close relationship with the National Press Photographers Association through innovative strategies, such as a quarterly summary of research, that have yet to be worked out.

Under the new agreement with LEA, \$20 of each AEJMC Visual Communication Division membership fee will pay for an individual member's subscription to VCQ. LEA also will maintain an electronic version of VCQ, with on-line access costing each member an additional \$5 per year, bringing the total subscription rate for both print and on-line versions of the journal to \$25. That is substantially lower than most scholarly publication subscriptions. We tried to negotiate on-line subscriptions as part of the \$20 annual rate, but LEA pointed out that the additional \$5 is consistent with rates charged other divisions with similar arrangements.

Important to remember is that LEA is taking full responsibility for publication costs and on-line maintenance costs. Any profits above the cost of production will be shared with the division, in keeping with patterns set by such divisions as Mass Communication and Society.

With that in mind, it is extremely important that all of us encourage our libraries to subscribe to Visual Communication Quarterly. In the past, they have received the journal as part of their subscription to News Photographer. That will no longer be the case. The success of this new venture with LEA, for all concerned, depends on institutional subscriptions. To subscribe, librarians should contact LEA's customer service group via the URL journals@erlbaum.com, or call 800-926-6579.

Remember, also, that Volumes 3-10 (and soon Vol. 11) are available for purchase as bound volumes. These make an especially handy reference set. For a full list of research articles VCQ has published in its 11-year history, email me at jhnewton@oregon.uoregon.edu.

We plan to publish one more double issue in December 2005 before moving back into our regular publishing cycle of quarterly issues. Although the increase in page numbers in each issue increases potential for us to accept and publish more manuscripts, the number of submissions is up. So I expect the acceptance rate to continue in the 25% range.

Now is the time, nevertheless, to send in those manuscripts and to encourage colleagues to do the same!



PREVIEW OF VISCOM PANELS & EVENTS at the 88th Annual AEJMC Convention, Wednesday, August 10 through Saturday, August 13, 2005

By Michelle Seelig,
Vice Head

Greetings to all members of the Visual Communication Division. Planning for the 88th Annual Convention in San Antonio went well. Thanks to all of you for submitting panel proposals to make the winter meeting a success. I would like to mention and thank Brian Johnson and Loret Gnivecki Steinberg for their work and advice. And now that the dust and the chips have settled after the December's "chip auction," I wanted to share with you the events scheduled. Listed below is a preview of upcoming panels and events slated for San Antonio sponsored by the Visual Communication Division. Also, throughout the entire convention, a photo exhibit of "The Presidential Image: 60 Years of the Best in White House Photography," will be on display in the registration area.

Tuesday, August 9th

5:30 to 10 p.m. -- Pre-Convention Workshop

Teaching Digital Skills Beyond Making Pretty Pictures in Visual Journalism

The Photomontage: Past, Present and Future

Altered Pixels: Manipulating the Photograph: Ethics and Aesthetics

Design, Photojournalism, and Computer-Assisted Media in a Digital Age

Wednesday, August 10th

8:15 to 9:45 a.m. -- The Image of the Journalist in Popular Culture

10 to 11:30 a.m. -- Photojournalism and the Internet: Problems and Possibilities

11:45 to 1:15 pm. -- Refereed Research Papers: Vis Com Top Papers

5 to 6:30 p.m. -- Visual History of Photography



Photo by Loret Gnivecki Steinberg

Michelle Seelig, Vice Head and Brian Johnson, Head of VisCom Division, strategize while others take their turn. As programs are called, each division has to make sure that their choices are represented in order of importance. Programming chips that have been "spent" can be seen on the floor near the pot.

Thursday, August 11th

8:15 to 9:45 a.m. -- Disturbing Images and the Internet: Self-Censorship versus the "Real World"

1:30 to 3 p.m. -- Scholar-to-Scholar Session

5 to 6:30 p.m. -- Reporters in Dangerous Situations: Remembering Ruben Salazar and Others

6:45 to 8:15 p.m. -- Vis Com Members Meeting

Friday, August 12th

8:15 to 9:45 a.m. -- Beyond Photojournalism: Changes in the Culture of the Newsroom

11:45 to 1:15 p.m. -- Visual Communication Luncheon

1:30 to 3 p.m. -- Best of the Web

3:15 to 4:45 p.m. Refereed Creative Projects

5 to 6:30 p.m. -- Nonlinear Visual Storytelling: You Gotta Click it to Get It

6:45 to 8:15 p.m. -- Refereed Research Papers

Saturday, August 13th

10 to 11:30 a.m. -- The New Minority: Visual Portrayal of Hispanics in the Media

11:45 to 1:15 p.m. -- Refereed Research Papers

AEJMC VisCom Division

- - - Call for Papers - - -



By **Edgar Huang**
Research Chair

The Visual Communication Division of AEJMC invites faculty and students to submit research papers reporting investigations into visual communication topics for presentation at the association's annual convention in August 2005.

The division encourages submission of papers that investigate any aspect of visual media, including photojournalism, advertising, television, film, multimedia and web design, propaganda images, visual images and culture, the visual aspects of political campaigns, etc. Sessions will be devoted to theoretically based studies of visual communication and to issues concerning the professional practice of visual media production. Both qualitative and quantitative research in media history, law, policy, effects, processes, use and ethics are welcome.

All submissions will be blind refereed by a panel of independent readers. A \$100 award will be given to the top student contribution, and the top three faculty papers will be recognized in the AEJMC Annual Convention Program.

Work previously presented or published, or work currently under consideration by a scholarly journal, by another AEJMC division, or by another scholarly or trade organization is ineligible and should not be submitted.

The deadline for paper submissions is April 1, 2005. All authors will be advised whether their paper has been accepted and will receive a copy of the reviewers' comments by May 15, 2005. At least one author of an accepted paper must attend the convention to present it.

Send papers to:

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**Deadline for
Paper Submissions:
April 1, 2005**

The 2005 “CREATIVE PROJECTS” COMPETITION

**VisCom Division, AEJMC
San Antonio, Texas**

If you're an educator involved in creative work that doesn't fit the traditional research mold, consider the VisCom Division's "Creative Projects Competition." It's an excellent opportunity to have your efforts recognized by peers in a juried forum. You would present the work to AEJMC colleagues at the national convention in San Antonio this summer.

What gets submitted and accepted?

The format is non-restrictive, and could include slides, computer presentations or video presentations. Written works that might not be considered appropriate for the traditional research category also are welcome if you have visuals that relate. The purpose of the creative projects competition is to provide a juried outlet for original creative works that otherwise might not have an appropriate public forum.

Accepted projects in the past have included collaborative web projects, photo exhibits, commentaries on teaching effectiveness, and examples of innovative student projects or accomplishments.

Your chances of having a project accepted are greatly increased if you include a brief explanation of the work, stressing its significance to the study of visual journalism.

Did you receive a grant to pursue this project? Does the work examine cutting-edge technology that will enhance your teaching abilities? How does this project fit in with your own interests and goals as a visual educator?

This written description will help judges who may not have the proper CD reader, ZIP drive, or "whatever" to view any elaborate projects.

In addition to adding a refereed-acceptance line to your vita, you will be increasing the VisCom division's presence at the national convention in San Antonio during summer 2005. The session usually attracts a room full of 50 educators.

**Send four
copies of your
project
(three without
identification)**



to:

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**The postmark deadline
for projects is
April 1, 2005.**

Five projects will be accepted.

If you want the work returned, include four sets of postage stamps.

CALL FOR ENTRIES:

Design a LOGO for the August 2006 AEJMC Convention, San Francisco.



**Competition
sponsored by
VisCom**

PROJECT DATA

The winning logo design will appear on various media materials used to promote the 2006 Convention. The top three designs may be eligible for a small cash reward. AEJMC stands for: Association for Education in Journalism and Mass Communication. AEJMC is a non-profit, educational association of faculty, administrators, students and media professionals. AEJMC has some 3,500 members around the world.

DESIGN SPECIFICATIONS

Each logo design must include this copy: AEJMC August 2006 San Francisco; be adaptable to multiple uses and sizes; reflect a diversity of interests within AEJMC; be reproducible in solid tones using one color (Black); and use (only) original student artwork.

Ideally, each logo design will represent all of the following concepts: 1.) San Francisco; 2.) journalism; and 3.) education.

SUBMISSION SPECIFICATIONS

Each LOGO design must measure about 4 x 4 inches; be submitted on a separate sheet of paper (white; 8.5 x 11 inches; vertical format); and be centered on the sheet. Each entry must include (on the same sheet) a reduced version of the LOGO, measuring about 1 x 1 inches, centered and located 1.5 inches below the large one. Each LOGO design must originate in a class taught by an AEJMC member; and NOT be mounted, stapled or bound to other LOGO designs. Any student may submit multiple entries; however, total number of entries is limited to 10 per school. Include, on back of each entry: student name; mail address; email address; school name; faculty sponsor. Submit entries to Shawn M. McKinney, Chair of the AEJMC Logo Design Competition 2005.

MAIL TO:

**Shawn M. McKinney, Assistant Professor
University of Texas, School of Journalism
1 University Station, Mail Code: A-1.000
Austin, TX 78712**

email: smckinney@mail.utexas.edu
phone: 512/232-5986

TEMPLATES

The Logo Design Competition Templates indicate where to print your design (front) and include your contact info (back) on a standard sheet of 8.5 x 11 (white) paper. Visit the Logo Design Competition Web site to download the templates: Template F (front) and Template B (back):

WEBSITE

[http://www.utexas.edu/coc/journalism/
SOURCE/aejldc05/index05.htm](http://www.utexas.edu/coc/journalism/SOURCE/aejldc05/index05.htm)

**DEADLINE: Entries must be submitted
by Friday, April 29, 2005 to be eligible.**

Viewpoints

The Official Newsletter of the Visual
Communication Division of AEJMC

- - - **IMPORTANT DATES** - - -

88th Annual AEJMC Conference:
Wednesday, August 10 - Saturday, August 13, 2005
San Antonio, Texas

VIS COM DIVISION

Call for Papers

Submission Deadline:

April 1, 2005

Call for Creative Projects

Submission Deadline:

April 1, 2005

Call for AEJMC 2006 LOGO

Submission Deadline:

April 29, 2005

►Attention Vis Com people. In an effort to save your favorite AEJMC division some money, and to assure timely distribution of Viewpoints, I've decided to try an on-line PDF version of the newsletter. If you prefer reading a printed copy of the publication, please print out the PDF. The money saved can be used for more productive uses, say for instance programming and travel for speakers at the annual convention. Hey, maybe we'll save enough to offer more cash awards in our research paper and creative projects competitions. Anyway, I hope you all can see at least some value in this move. For the next few issues we will send out postcards announcing the posting of Viewpoints. After that I propose that we go to all e-mail notification of the newsletter's availability. This will save even more money and allow for even quicker access to Viewpoints.

Happy reading, Brian K. Johnson