

# VIEWPOINTS

The official newsletter of the Visual Communication Division of AEJMC

Visit the website at [aejmc.net/viscom](http://aejmc.net/viscom)



FROM THE VISCOM 2nd VICE-HEAD

## Midwinter Conference

Explorations of journalism in South Asia and the history of journalists in Newsroom Noir were just two of the fascinating panels and presentation at the AEJMC Midwinter Meetings in Norman, Okla.

This intimate conference had about 140 attendees and each session was highly interactive, with lots of dialogue between paper presenters or panelists, discussants and attendees. Each presenter got a lot of attention and the discussions before and after sessions offered a chance to make connections and find collaborators.

Ken Fischer, a broadcast faculty member at the University of Oklahoma's Gaylord School of Communications, led the VisComm panel titled "Bridging Global Divides: Journalism Training in South Asia." A group of administrators, faculty and students discussed a recent trip to Bangladesh and Pakistan whether his team-taught journalistic techniques as part of a State Department grant.

The wide ranging discussion talked about the educational benefits to students, the exposure it gave to the faculty

members and the opportunity it offered the foreign press members. The trip was all part of the school's ongoing international efforts and reflected a global priority of the school.

Dave Ferman, a doctoral candidate from the University of Oklahoma, delivered a paper presentation discussing the role and presence of journalists in Film Noir. Ferman's paper examined four different Noir films and discussed the role of the city and the nature of the journalist within these four films.

The Gaylord School of Communications played host to the conference. The school had just completed an impressive new wing that houses a state of the art computer lab and an in-house advertising and marketing agency.

Hopefully you will consider attending the next Midwinter meeting.

*Jeremy Gilbert is an assistant professor at Medill at Northwestern University and, 2nd Vice-head of the Visual Communication Division. Phone: 847-467-0874, [jgilbert@northwestern.edu](mailto:jgilbert@northwestern.edu).*

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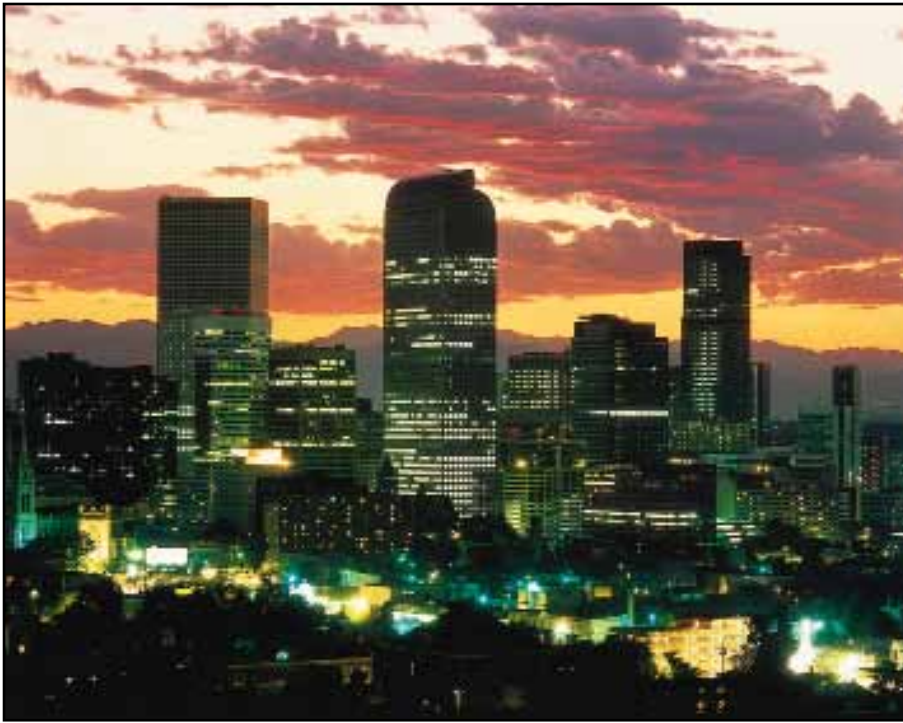
For papers submitted to the Visual Communication Division to its annual conference in Denver, the papers judged to be the top three will be accepted for publication for the Visual Communication Quarterly without additional review. However, authors will need to make any changes suggested by the reviewers or explain why they think such changes are not necessary. A paper should be sent to the editor as per the instructions at <http://vcquarterly.org/submit.html> with a note identifying it as an award winner. Any questions or concerns should be sent to Dr. Paul Martin Lester at [lester@fullerton.edu](mailto:lester@fullerton.edu).

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



FROM THE VISCOM DIVISION VICE HEAD

# Mid-Winter Planning for Denver 2010



It's hard to believe that it's already time to start thinking about this year's convention program. But, as they say, time flies!

And with the Denver convention less than five months away, your division leaders have been working hard to plan a great program for VisCom members. In December, division head James Kelly, second vice head Jeremy Gilbert and I met in Jacksonville, Fla. for the conference planning and "chip auction" where we solidified the schedule of events for our division. We also teamed up with other divisions to co-sponsor what we think will be some really great sessions. Although the list of panelists for each session is still being finalized, I wanted to share some of our plans for VisCom programming at this year's conference.

Last year's multimedia preconvention session was so popular and applauded that we decided to do something similar again this year. Larry Dailey (Nevada-Reno) will once again take the lead for this year's workshop, and he will be joined by Ryan Sparrow (Ball State) and me. We'll focus on how to create and teach students to create rich data visualizations using Flash and other open source tools. In addition to a substantial hands-on session, we'll discuss the merits of data visualization as a storytelling tool. The workshop will be limited to 20 participants, so if you're interested in joining us, get your registration in early.

New to the program this year is a planned outing. Instead of a luncheon, we decided to take advantage of the beautiful scenery offered by our location and

have planned an exciting afternoon hike. Gilbert has taken the lead in organizing the 90-minute hike at Chautauqua Meadow and Ranger Cottage. We think it will be a great hike for photographers, and we'll take time to soak in all the sites. Due to a limit in the number of seats available on the shuttle that will take us to the trailhead, we're limited to 24 hikers. If you're interested in reserving your spot, email Gilbert at [jgilbert@northwestern.edu](mailto:jgilbert@northwestern.edu).

Again this year, we'll co-sponsor a mini-plenary session, this time with the Radio-Television Journalism division. The plenary is titled "The New Convergence: Innovations in Industry and Academic Collaborations" and will chronicle a couple of recent projects that have included great collaborations between the news industry and universities. Panelists will be from both academia and industry. Add to these several great teaching and PF&R panels, and we end up with a pretty full plate for Denver 2010. The complete list of programming follows.

There's still work to be done, though. If you're planning to submit papers to our division, make sure you mark the April 1 deadline in your calendar. And be sure to attend the sessions so many members have worked so hard on, and please attend our members meeting Friday night at 8:30 p.m. Denver is just around the bend!

*Jennifer George-Palilonis is the Visual Communication Division Vice Head and an assistant Professor of Journalism at Ball State University. [jageorge2@bsu.edu](mailto:jageorge2@bsu.edu).*



FROM THE VISCOM DIVISION RESEARCH CHAIR

# Additional Call for Help

The division still needs more paper reviewers, so please email me at sfahmy@email.arizona.edu if you are interested to judge papers this year and let me know your research areas and expertise. If for whatever reason you can't do it or know someone who wants to volunteer to judge, please let me know.

So far we only have 20 members who have agreed to review papers. We definitely are in need of MORE reviewers this year.

For those of you who have already volunteered we appreciate your help very much in advance. Many of you have done this before and know that while it's time-consuming at the end of the semester, it is always interesting to read the work of your colleagues in our division.

If you also are interested in being a moderator and/or discussant in Denver and have not already let me know, please email me as well.

## Reminder: Paper Call & Submission Guidelines & Websites

All research papers must be uploaded through AEJMC's ALL ACADEMIC website at <http://www.allacademic.com/one/aejmc/aejmc10/>.

Create an account (See below) and make sure to upload through the link marked Visual Communication Division. Note that all papers must be uploaded to the server no later than 11:59 p.m. (Central Standard Time) Thursday, April 1, 2010.

For full information on our paper call this year, please visit us at [http://www.aejmcdenver.org/?page\\_id=403](http://www.aejmcdenver.org/?page_id=403)

The screenshot shows the homepage of the AEJMC 2010 Online Paper Submission Site. At the top, it says 'Association for Education in Journalism & Mass Communication' and 'Welcome: Guest User'. There are navigation links for 'Home', 'Login', and 'Help'. The date is 'March 15, 2010'. The main content area includes the AEJMC logo, the event details 'AEJMC 2010 Convention The Denver Sheraton August 4-7, 2010 Denver, CO', and a welcome message: 'Welcome to the 2010 AEJMC Online Paper Submission Site. All peer-reviewed papers must be submitted via this site. The deadline for submissions is April 1, 2010 at 11:59 p.m. CDT.' A 'Login Here' section contains input fields for 'User Name:' and 'Password:' with a green 'GO' button. Below this is a 'Login Instructions' section with text explaining the login process and a link: 'Click here to retrieve your password or user name.' At the bottom, it says: 'If this is your first visit to the AEJMC 2010 Annual Meeting Site you do not have a user account, and you will need to create a...'.

## Creating An Account On the All-Academic Site is Easy

Just go to the All-Academic site either through the AEJMC website or <http://www.allacademic.com/one/aejmc/aejmc10/> and create an account.

On the entry screen, scroll down until you come to "Click here to create new username and password," which you'll find on the right side. If you encounter any issues or concerns please let me know immediately via email at [sfahmy@email.arizona.edu](mailto:sfahmy@email.arizona.edu)

You need to create your account by Friday, March 12. This will allow me to quickly assign you your papers to judge after the All-Academic system closes for paper uploading.

Note that you can submit, judge and download papers all from the same account. And if you have been a reviewer in the past or even for other groups associated with All-Academic, you STILL

need to go in and create a user name and password at: <http://www.allacademic.com/one/aejmc/aejmc10/>

## Our AEJMC 2010 Convention Panels

We envision very interesting research panels to take place in Denver this year... So mark your calendars!

The Top Paper session for our division will be Wednesday, Aug. 4 from 10-11:30 a.m. We have two other refereed research sessions. Both are on Saturday. Their times are: 10-11:30 a.m. and 11:45 a.m. to 1:15 p.m. Our Scholar-to-scholar session is Friday from 12:15 to 1:30 p.m.

Thanks, and enjoy your upcoming spring break!

*Shahira Fahmy is the Visual Communication Research Chair and teaches at University of Arizona. [sfahmy@email.arizona.edu](mailto:sfahmy@email.arizona.edu)*



FROM THE VISCOM DIVISION CREATIVE PROJECTS CHAIR

# Creative Projects Call For Entries



Renee Hobbs, Temple University  
2009 First Place Creative Project

If you're an educator involved in creative work that isn't traditional research, 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 at the national AEJMC convention in Denver Aug. 4-7.

What gets submitted and accepted? The format is non-restrictive, but an entry must include a strong visual component.

Accepted projects in the past have included historical studies, photojournalism exhibits of original work, book proposals or

published work, explanations of summer grants or activities, creative DVDs, commentaries on teaching effectiveness, and examples of innovative student projects and accomplishments.

Your submission should include a one-to-two page explanation of the work, stressing its significance to the study of visual journalism.

Did you receive outside support? Does the project 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?

Normally there are about 15 submissions and five are selected for 15-minute presentations.

Internet access is not guaranteed, therefore you must show your work via a CD, laptop, thumb drive, etc. A computer projector will be provided on-site.

The postmark deadline is Thursday, April 1, 2010. Notification will be emailed to all applicants by May 17.

*Michael Cheers is the Creative Projects chair and an assistant professor in the School of Journalism and Mass Communications at San Jose State University. [mcheers@casa.sjsu.edu](mailto:mcheers@casa.sjsu.edu)*

## SUBMISSION GUIDELINES

To submit your project, package **four** copies into four individual 9"x12" envelopes. Large and unusually shaped packages present handling issues. For example, instead of submitting an elaborate 11"x 14" leather-bound portfolio of archival photographs, send 8.5"x 11" inkjet or laser prints stapled together.

Instead of tubes with large rolled posters announcing your film course's festival, send 8.5"x 11" versions. Also, if submitting CDs, use cross-platform common programs.

In one larger package, send your four envelopes (three copies without any identification) to the creative projects chair (see box for mailing instructions).

On the cover sheet of the fourth copy, include your name, title, complete contact information (email, phone numbers) and a 75-word abstract summarizing the project.

Michael Cheers, the contest coordinator, will retain this copy. Submitted material will not be returned.

Please note: You cannot enter creative projects in any other convention category, including "Best of the Web"

**Deadline: April 1, 2010**

**Mail your projects to:**

Michael Cheers,  
School of Journalism and  
Mass Communications,  
One Washington Square, San  
Jose, CA, 95192-0055



FROM THE VISCOM 2ND VICE-HEAD

# Head for the Hills Outing August 6, 2010



The outing will cost \$25 to be collected at the time of the event. Space will be limited so if you're planning on being in Denver sign up for the hike as soon as possible: <http://bit.ly/VisComRoyalArch>

Explore the potential of GPS-based mapping and photo storytelling as you join your fellow VisCom members for a hike in through Boulder's beautiful Flat Iron mountains.

This event will be part of AEJMC's annual, summer convention in Denver, Colo. On Friday, August 6, 2010 from 2 p.m. - 6 p.m., during the VisCom division is sponsoring an afternoon trek up to the Royal Arch starting from the

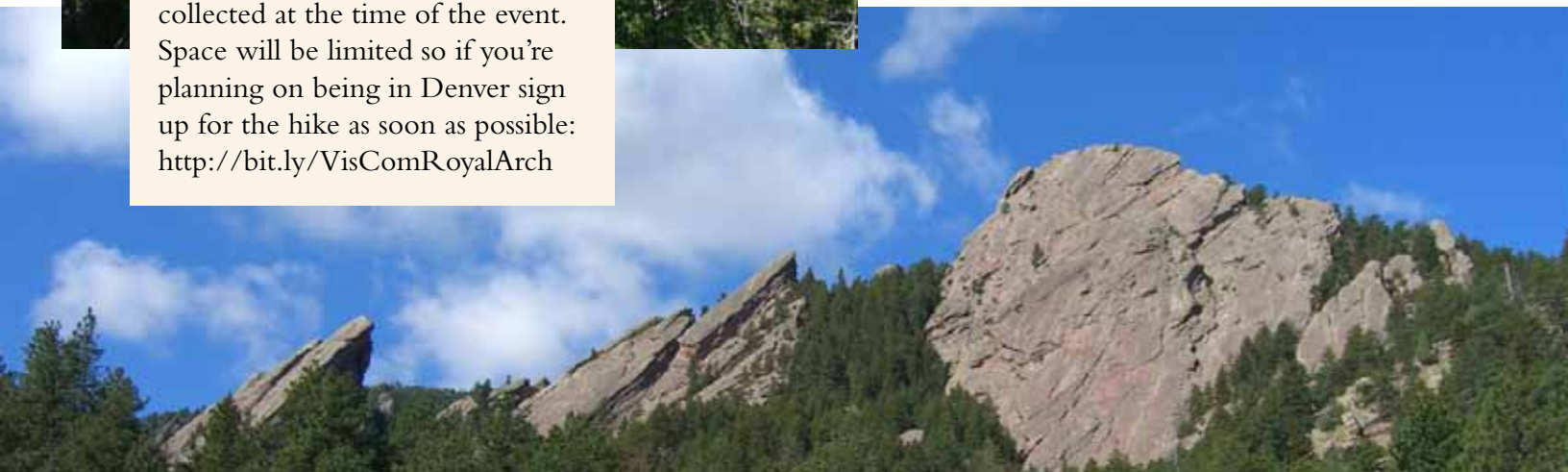
Chautauqua Meadows trailhead  
(<http://bit.ly/VisComHike>).

The Royal Arch trail winds through the Flat Iron Mountains overlooking Boulder and offers great views almost from the start. The city of Boulder rates the almost four mile loop trail as moderately difficult, with some steep sections, hikers should be prepared for some exertion. The view from Royal Arch at the peak of the trail is well worth the effort to get there.

Bring your cameras and/or smartphones, we'll do some interactive mapping as we go. This will be a great opportunity to build your personal photo portfolio, explore GPS-based mapping or just enjoy Colorado's natural beauty — and the company of your fellow VisCom members.

The VisCom division will provide hiking snacks, such as bottled water and trail mix, and will arrange transportation to and from the hike. Make sure you bring comfortable walking/hiking shoes and dress appropriately for the weather.

*Jeremy Gilbert is an assistant professor at Medill at Northwestern University and, 2nd Vice-head of the Visual Communication Division.  
Phone: 847-467-0874, [jgilbert@northwestern.edu](mailto:jgilbert@northwestern.edu).*





FROM THE AEJMC 2011 LOGO CHAIR

# AEJMC 2011 Student Logo Contest!

VisCom Faculty—Before your semester winds down—or if you're already planning your spring coursework—don't forget about the annual AEJMC student logo design contest. This could be an assignment or extra credit for your design class.

AEJMC Convention Logo Design Competition — St. Louis 2011

Attention design students! Want to win \$100 and add an impressive line to your resume? Just create the winning logo for the AEJMC convention to be held during 2011 in St. Louis.

A logo entered in the contest should represent the diversity of AEJMC and also visually suggest "St. Louis." For students unfamiliar with the Association of Education in Journalism and Mass Communication, see [www.aejmc.org](http://www.aejmc.org). Examples of the top logos submitted for the Boston 2009 convention can be found on page 6 at this site: <http://www.aejmc.net/viscom/contents/newsletter/vpsu2008.pdf>

The logo should communicate immediately, effectively and 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.

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 2011 St. Louis
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.

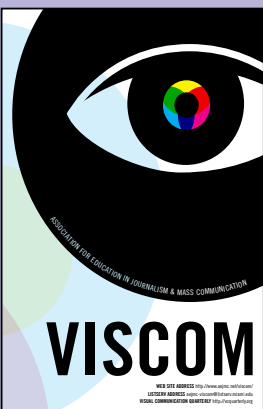
7. NOT INCLUDE COPYRIGHTED ARTWORK.

Faculty sponsors must also include 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, 2009.

ENTRIES MUST BE EMAILED NO LATER THAN April 1, 2010. To fall in line with other convention deadlines, this is a change from previous competitions.

E-Mail entries to: [jfreeman@jou.ufl.edu](mailto:jfreeman@jou.ufl.edu)

*John Freeman is the AEJMC 2011 Logo Chair and an associate professor in the Department of Journalism at the University of Florida.*  
[jfreeman@jou.ufl.edu](mailto:jfreeman@jou.ufl.edu)



## Brochure Available Online!

Our division recruiting brochure is now available on the Web site at [aejmc.net/viscom](http://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. Our plan is to reprint the brochure again soon.



# AEJMC VisCom Sessions, Denver 2010

## TUESDAY

**8 a.m. to 5 p.m.**  
Workshop Session:  
Multimedia storytelling &  
data visualization

Cost: \$75  
(Pay with conference  
registration)

*Moderating/Presiding:*  
*Larry Dailey, University  
of Nevada-Reno*

**Panelists:**

Larry Dailey, University  
of Nevada-Reno;  
Jennifer George-Palilonis,  
Ball State University; Ryan  
Sparrow, Ball State University

## WEDNESDAY

**8:15 a.m. to 9:45 a.m.**  
PF&R Panel Session:  
Navigating the new world of  
copyright

*Moderating/Presiding:* *Jack  
Zibluk, Arkansas State  
University*

**10 a.m. to 11:15 a.m.**

Refereed Paper Research  
Session: Top Research Paper  
Panel

*Moderating/Presiding:*  
*Shahita Fahmy, University  
of Arizona*

**11:45 a.m. to 1:15 p.m.**  
Teaching Panel Session:  
Breaking the mold:

Innovative ideas for the  
future of journalism  
*Moderating/Presiding:*  
*Larry Dailey, University  
of Nevada-Reno*

**3:15 p.m. to 4:45 p.m.**

Mini-plenary Teaching  
Panel Session: The new  
convergence: Innovations  
in industry and academic  
collaborations

*Moderating/Presiding:*  
*Kathleen M. Ryan,  
Miami University*

## THURSDAY

**8:15 a.m. to 9:45 a.m.**  
PF&R Panel Session: Visual  
ethics across and within  
platforms: convergence or  
chaos?

*Moderating/Presiding:*  
*Jack Zibluk, Arkansas State  
University*

**11:45 a.m. to 1:15 p.m.**

Teaching Panel Session:  
Strategies for capstone  
success

**3:15 p.m. to 4:45 p.m.**

PF&R Panel Session: Does  
the Communications  
Decency Act foster  
indecency? Free expression  
in the Twitter Age

**5 p.m. to 6:30 p.m.**

Refereed Paper Research  
Session: Creative Projects  
*Moderating/Presiding:*  
*Michael Cheers, San Jose  
State University*

**8:30 p.m. to 10 p.m.**

Business Session: Members'  
meeting  
*Moderating/Presiding:*  
*James Kelly, Indiana University*

## FRIDAY

**8:15 a.m. to 9:45 a.m.**  
Teaching Panel Session: Best  
of the Web

*Moderating/Presiding:*  
*Phil Loubere, Middle Tennessee  
State University*

**12:15 p.m. to 1:30 p.m.**

Refereed Paper Research  
Session: Scholar to Scholar  
session

*Moderating/Presiding:*  
*Shahita Fahmy, University  
of Arizona*

**2 p.m. to 5 p.m.**

Outing: Chautauqua  
Meadow and Ranger  
Cottage Hike

*Organizer: Jeremy Gilbert,  
Northwestern University*

Cost: \$35 (covers snacks  
& transportation to and  
from trailhead; pay with  
conference registration)

Note: Space is limited to 24  
hikers; place your reservation  
by emailing Jeremy Gilbert at  
jgilbert@northwestern.edu

## SATURDAY

**8:15 a.m. to 9:45 a.m.**  
PF&R Panel Session: Visual  
ethics in public relations

*Moderating/Presiding:* *Melissa  
Johnson, North Carolina State  
University*

**10 a.m. to 11:30 a.m.**

Refereed Paper Research  
Session: Top Research Paper  
Panel

*Moderating/Presiding:* *Shahita  
Fahmy, University of Arizona*

**11:45 a.m. to 1:15 p.m.**

Refereed Paper Research  
Session: Top Research Paper  
Panel

*Moderating/Presiding:* *Shahita  
Fahmy, University of Arizona*

**1:30 p.m. to 3 p.m.**

Teaching Panel Session:  
Thinking outside the silos:  
Teaching creativity and  
innovation for strategic  
communication

*Moderating/Presiding:* *Margo  
Berman, Florida International  
University*



# The Other Logo Contest

AEJMC is looking to develop an organizational brand

While our division has for years run a student contest that creates each convention's logo, this year the national organization is looking for a logo it can use for many years to come. To find that AEJMC logo, the Strategic Planning Implementation subcommittee on Branding is running a contest open to AEJMC faculty, students, and professional graphic designers! The new logotype will become part of an extended branding campaign. And, the winning entry will receive \$1,000.

The subcommittee is headed by our own VisCom member and former vision Head, Birgit Wassmuth.

The logo must communicate what our association stands for in an immediate, effective, and memorable manner. The attendant slogan (also called a strap line or catch line) serves like an advertising phrase and must be poignant, brief, and memorable. It must work well with the logo.

Each entrant is limited to one entry consisting of logo, slogan, and at least two applications. Entries must be submitted electronically. All entries will be blind-reviewed. The designer of the winning entry must be willing to work with the leadership of AEJMC if an adjustment or modification is recommended by the judges. **Entries must be received by midnight (EDT) on May 1, 2010.** The winner will be announced at the AEJMC annual conference in Denver in August. *The association does reserve the right not to select a winning entry.*

## The logo design entered in this competition must:

1. focus on the letters AEJMC (all caps, all lower case, or a combination of U&lc)
2. be adaptable to multiple uses and platforms (print and online), i.e., directory, newsletters, publications, nametags, and a variety of promotional materials. The logo must not lose impact or legibility when significantly reduced or enlarged.
3. work well with and retain a sense of balance and internal integrity whether it stands alone or is used in combination with the full name (Association for Education in Journalism and Mass Communication).
4. be limited to two colors (black plus one color) and

## SUBMISSION GUIDELINES

- reproducible as black and gray when printed in black only.
- 5. show no gradations or blends.
- 6. be original and authentic. (It cannot include any copyrighted elements)

## The slogan entered in conjunction with the logo must:

1. Project the purpose of AEJMC in a poignant manner as it approaches its second century
2. be original and authentic. (To test originality, put it in quotation marks and run it through Google.)
3. be limited to five words or less.
4. not include objectionable language.
5. be understood globally.
6. work well in conjunction with the logo. (Show us two applications!)

See more at: <http://aejmc.org/logocompetition.php>

## Profile Pictures as an Exploration of Online Identity

Who are you? What do you want the world to see about you? As part of a course on new media and communication, my students learn a bit about Erving Goffman, dramaturgy and the construction of identity. Because it is a new media course, all my students are required to keep their own blog. In our exploration of identity-construction, they are assigned to post a profile picture to their blog and explain why they chose that particular image.

Some students choose a conventional head and shoulders shot, and a few others chose objects such as flowers or symbols that represent an aspect of their personality they want to present to the on-line world.

The most common profile pictures, however, depicted students at an event or in situation that means a great deal to them—not necessarily the audience. Photos that hold special memories for students were chosen most often.

By requiring students to explain their choice of image and how it reflects just part of their identity, students were able to better understand what we mean by “construction” and how on-line identities rely on images — both figurative and literal. *Mary A. Bock, PhD is an assistant professor in the Department of Speech Communication and Theatre at Kutztown University. bock@kutztown.edu*



*One of my on-line profile pictures, created with the Mad Men avatar tool. My students say it's uncannily lifelike.*





# Video Journalism and Quality Concerns

The trend toward solo television news-gathering, or video journalism, is inspiring concern on the part of journalists and the journalism education community, regarding the quality of the work produced under such a system. A two-year ethnographic project that studied the work of such video journalists (VJs) in a variety of contexts in the U.S. and the U.K. allows for a more finely tuned discussion of such quality concerns.

To note that news is a construction is a well accepted axiom for journalistic scholars, yet the discussion of how VJs work must start here. For a video story is a construction both in terms of the intangible, i.e. facts and

narrative, as well as artifacts gathered in real time, the bits of recorded images and sound, also known as “elements.” To create a video story, a VJ must start out not only with a general conception of what a “news story” is, but what kinds of sounds and images must be recorded in order to construct a filmic narrative.

This project, a dissertation for the University of Pennsylvania’s Annenberg School for Communication, found that the increased responsibilities of working alone causes VJs to adhere more tightly to their pre-conception of a story, and to be less flexible in veering away from that pre-conception. This

phenomenon was observed most markedly among VJs who work for television news organizations and have daily deadlines. Narratives are conceived before shooting, and elements are planned in advance. The process of news gathering becomes less a matter of discovery than one of filling in the blanks of a digital editing timeline.

While this development may be cause enough for concern, it has an added result, in that VJs may be more highly dependent on public relations coordinators and other sources for access to various story elements, i.e. scenes on private property, interviews with leaders, meetings, and so on. VJs observed for this project made story decisions based on the ease with which they could obtain access to the various elements necessary for narrative construction. Stories with harder-to-reach visuals, or stories which might require more time to arrange access, were left undone.

Video journalism offers economical ways for television news organizations to broaden their reportorial reach. Citizen journalists are able to use video journalism to participate in the visual news sphere in ways never dreamt of just a few years ago. Yet the research from this project found that there is indeed cause for concern regarding the content of stories produced for daily television news operations.

This dissertation is available through ProQuest.

Mary A. Bock, PhD is an assistant professor in the Department of Speech Communication and Theatre at Kutztown University.  
bock@kutztown.edu



*A VJ shoots his own standup. The constraints of working alone and on deadline were observed to cause VJs to adhere more closely to pre-conceived narratives and to foster greater dependence on sources who control access to visuals. (photo by Mary Angela Bock)*



FROM THE VISCOM DIVISION HEAD

# Thank You!

It takes a lot of people doing a lot of work to put on an AEJMC convention. I want to start by thanking those of you who proposed panels, who have contributed to this newsletter, and who are right now putting the finishing touches on research papers and creative projects to submit later this month, as well as those who are guiding students toward logo and Web entries. There is a lot the members do between conventions that make the week we spend together so rewarding.

But I especially want to thank the officers who have gone the extra mile to make our trip to Denver possible. I'm grateful that Vice Head Jennifer George-Palilonis and Second Vice Head Jeremy Gilbert who are doing the lion's share of work, as well as our Research Chair Shahira Fahmy, Creative Projects Chair Michael Cheers, Best of the Web Chair Phil Loubere, and Logo Chair John Freeman. The convention is only as good as these folks, and I am therefore confident that Denver will be an outstanding experience for us all.

As you must be aware, AEJMC has increased its presence on the Internet (and in your e-mail IN box) considerably this year. One of the nicest efforts is a Web site devoted entirely to the Denver convention. Check it out at: <http://www.aejmcdenver.org/>. The nameplate features the convention logo our division selected. Not only is there lots of information about the various workshops, luncheons, mini-plenaries and other convention programming, but if you type "visual communication" into the search field (with the quotation marks) you get a listing of every one of our division's sessions. Plus, there are lots of ideas about what to do outside the convention

hall. And "outside" in Denver is really something unique! Read about our VisCom hike elsewhere in this issue.

When you register for the convention, (early-bird registration is open now and ends July 6), don't forget to mark off the division's pre-convention workshop on your registration sheet. The workshop offers hands-on training in Flash from Larry Dailey, our Teaching Committee Chair, Jennifer George-Palilonis, our Vice-Head, and division member Robin Sparrow. I attended a similar pre-convention workshop lead by Larry and Robin last year and it has changed the way I teach. I'm not afraid of Flash anymore! The workshop is limited to 20, so sign up early.

Others contributing mightily to the convention include PF&R Chair Jack Zibluk and Membership Chair Lynette Holman. Newsletter Editor Ellen Mahaffy, Web Master Keith Greenwood, and our esteemed VisCom Quarterly Editor Paul Lester all contribute on a regular basis to the heart of what we are all about by editing and designing the quality content in their publications.

Be sure to seek these folks out in Denver, tell them you appreciate their service to the division, and ask them how you can help (or even take over for them) next year. They all deserve a big thank you and a little relief for the 2011 convention in St. Louis.

I look forward to seeing you a mile high in Denver!

*Jim Kelly is the Visual Communication Division Head and an associate professor in the School of Journalism at Indiana University, Bloomington. [kellyjd@indiana.edu](mailto:kellyjd@indiana.edu)*

## Volunteer to serve on division board

Consider stopping by our members meeting at 7 p.m. Friday, Aug. 7. Not only do you get the opportunity to meet other people with a keen appreciation for visual communication, but you can also nominate yourself for a leadership role.

We do not put together a slate of officers to vote on before the meeting – we take nominations from the floor. We often have several positions open, so don't be shy. If you'd like more information about a position, please contact me at [rmartinkratzer@jou.ufl.edu](mailto:rmartinkratzer@jou.ufl.edu). At right is a list of the open officer positions with related duties.

### Second Vice Head

- Attend the midwinter planning session (chip auction) in December
- Plan, coordinate Mid Winter Conference (in February or March)
- Assist the head and vice head
- Write newsletter articles
- Move up to vice head and then head

### Research Chair

- Coordinate research competition
- Plan research panels for the annual convention
- Contribute newsletter articles
- Send letters to research paper panelists to encourage submission to Visual Communication Quarterly

### Professional Freedom & Responsibility Chair

- Organize convention panels focusing on PF&R topics
- Write newsletter articles

### Webmaster

- Oversee, update the division's Web site

### Teaching Chair

- Organize convention panels focusing on teaching topics
- Write newsletter articles

### Best of Web Chair

- Coordinate Best of Web competition cosponsored with ComTech Division
- Write newsletter articles

### Creative Projects Chair

- Coordinate Creative Projects competition
- Write newsletter articles

### Logo Chair

- Coordinate logo competition
- Write newsletter articles

### Membership

- Brainstorm and implement ideas for increasing membership
- Write newsletter articles

### Newsletter Editor

- Edit and design this newsletter, which is published three times a year
- Solicit ideas from members, officers