VisCom Mentoring Program, Brochure and Conference are Ready

Join VisCom Mentoring Program
After a year of preparation, the Visual Communication Division has officially launched its Mentoring Program on our new Web site (http://www.aejmc.net/viscom). Please see more details at http://aejmc.net/viscom/mentoring/index.html. I encourage VisCom faculty members to participate in this program to share your knowledge about research, teaching, tenure, service, and so on with other VisCom members, especially junior faculty and graduate students. Through this program, as a byproduct, I also expect that you will have more exposure to the media when they look for visual media experts and that you will find research partners who share your research interests from other universities. Our Web master, Ed Youngblood, will issue a request to the VisCom faculty for participation and for profile information.

The VisCom Division Has Its Brochure Now
The new VisCom Division brochure will have its debut at the summer conference this year. The introduction of both the mentoring program and the

AEJMC 2008 VisCom Events

Brian Johnson, a former head of our division, arrived at last year’s executive meeting with an ambitious idea – to offer a preconvention workshop spanning three days. Johnson realized that many educators were eager for hands-on video training, so he dreamed up the aptly named “Video for Journalism Educators” that kicks off Sunday, Aug. 3.

Preconvention participants will be provided cameras and laptops to shoot and edit video under the instruction of Johnson, University of Illinois-Urbana/Champaign, Edgar Huang, Indiana University-Purdue University, and Larry Dailey, University of Nevada-Reno. (Editor’s note: The workshop is currently full). The preconvention will conclude Tuesday evening with presentations of the final videos. The Newspaper Division is co-sponsoring this workshop.

Another highlight of our program line-up is the division luncheon that will take place from 12:15 to 3:15 p.m. Friday, Aug. 8. Walk or take a taxi ride to the nearby Chicago Tribune, where we will enjoy a meal and a discussion on “The State of Visual Communication.” David Perlmutter, University of Kansas, will share his thoughts on the state of visual communication research. Mindy McAdams will talk about how the changes in our field pose challenges for

(continued on page 2)
Defining or Redefining Visual Communication

The Visual Communication Quarterly Wants to Help

Marion G. Müller, a professor of mass communication at Jacobs University, Bremen, Germany and chair of the visual studies division of the International Communication Association (ICA), asked former VCQ editor Julianne Newton, Oregon to moderate a panel titled, “The Impact of Visual Communications: Networking the Power of the Visual.” When it came to my turn on the panel all I said after my opening joke was, “It’s time for us to stop thinking of ourselves as second class citizens.”

It’s not that I thought questioning the current status and direction of the complex field most of us know as visual communication is a futile exercise, it’s that any quick scan of a book room at a major conference and you should agree with my rewording of a question once posed to Picasso, “What is visual communication (art).” He reportedly answered simply, “What is not?” Visual communication is on every cover; it’s on every page.

What exactly is our discipline and where is it headed?

Visual communication, as with many other disciplines, is composed of many interconnected components. When faced with this assignment, you soon realize that the field quickly gets messy as the various “disciplines” may include Amateur/Naïve, Artistic, Communications, Cultural/Rhetorical Studies, Exterior/Interior Design (including Signage), Non-Verbal, Philosophical, and so on. Furthermore, the various constituencies that produce and are affected by visual communication should be considered: Academics, Grantors, Lay Public, Professionals, Students, and various other stakeholders. Finally, the intent and purpose of production is important: Economic, Entertainment, Frivolous, Meta Analytical, Micro/Macro, Political, Recombinant, Sarcastic, and so on. Such woefully incomplete listings indicate the richness of the field, but don’t get us any closer to understanding the natural synergies that could be experienced if they were somehow combined.

My suggestion, then, is to throw out all of the categories and start over with each of us committing to collaborating as much as possible with as many as we can.

Next year we are planning a special issue on Interactivity. Please see the “Call for Work” in the 15.4 issue. Let’s see if we can play and learn from the concept of interactive design and propel our field to the next level through collaborative efforts.

CALL for WORK

Announcing a SPECIAL ISSUE on Visual INTERACTIVITY

An Exploration on What It Means to Visually Interact with Others

Analog and Digital Papers and Portfolios
Printed and Web-Based Work
All Will Be Referenced

E-Mail Papers To:
Special Editor Stephen M. Masciato
Syracuse University
masciato@syr.edu

E-Mail or Snail Portfolios To:
xline
Department of Communications
CP 480
California State University, Fullerton
Fullerton, California 92834
xline@missconceptions.net

DEADLINE For All Work is:
December 15, 2008

Excepted from Paul Lester’s Commentary for the upcoming VCQ issue: 15.4

Coincidently, the practitioners and philosophers of many fields have begun attempts to reassess the place of their profession within the broader scope of acquired knowledge. Lester joins the bandwagon and advocates concentrating on interactivity, in work and in collaborations, for a special issue in the VCQ.

Paul Lester, Editor, Visual Communication Quarterly
Professor, University of California-Fullerton

VisCom Events (continued from first page)

educators scrambling to adapt course content. We’ll also hear from a Chicago Tribune journalist about the skills that are needed to survive in a current newsroom. I hope this important discussion about the state of our field ranks high on your list of convention activities. Maps to the Tribune will be provided at the convention. Don’t overlook the separate checkbox for this event on the official AEJMC registration form because registration is required to attend.

The complete list of programming follows. I’ll see you in Chicago, where I hope you will stop by our Members Meeting Friday night to become involved in our division.

Renee Martin-Kratter, Ph.D., Vice-Head & Program Chair
Assistant Professor, University of Florida

(Program continued on page 7)
Teaching to Communicate Visually

In 2004, Louisiana State University implemented a unique program for undergraduate students called “Communication Across the Curriculum.” If students elect to participate in this program and fulfill all program requirements, they graduate with the distinction of “Distinguished Communicator.” To meet program requirements, students must take specific “communication-intensive courses.” These courses are offered in most departments across the University. Communication-Intensive courses must emphasize two of four modes of communication: written, spoken, technological and visual communication.

It is certainly fitting that we teach visual communication in journalism/mass communication. Interestingly, other departments across campus are also beginning to understand the importance of visual communication within their respective disciplines. In fact, the engineering, math and chemistry departments all offer communication-intensive courses that emphasize visual communication. Traditionally, scientists have not been renowned for their communication skills—especially when it comes to communicating with the public and the media (see for example, Hartz, J., & Chappell, R. (1997). Worlds apart: How the distance between science and journalism threatens America’s future. Nashville, TN: First Amendment Center.). While scientists and engineers have long used technical drawings in their craft, it is a testament to the communication field that faculty in these highly-technical fields are teaching future engineers/scientists how to be more effective communicators. And visual communication could certainly be key in making the communication of highly-technical issues, such as stem cell research or evolution, more effective.

For more information on LSU’s “Communication Across the Curriculum” program, see http://appl003.lsu.edu/acadaff/cxcweb.nsf/index

2008 Research Paper Competition

The Visual Communication Division received an exceptionally strong field of research this year on topics that embraced images in documentary film and photojournalism, effects of photo-manipulation, challenges in the field of visual media, and research on the cutting edge of visual communication. The Division received 30 research papers and accepted 15 for presentation, an acceptance rate of 50 percent. We received many strong papers and those of you familiar with our open research competition know there is no distinction made between faculty and student papers during the judging. A total of 17 faculty-only submissions, 10 student-only submissions, and three submissions co-authored by faculty and students were received this year. Unfortunately, as co-chairs of the paper competition we had to make some tough decisions. Overall, nine faculty papers, four student papers, as well as two co-authored faculty and student papers were accepted for presentation at this year’s convention. Research paper sessions are included at the end. We want to take this opportunity to encourage all our submitters to review judges’ comments and revise papers accordingly for consideration in the division’s journal, Visual Communication Quarterly. Lastly, thanks to all the paper judges for your hard work and thoughtful critiques.

Regards,

Janis Teruggi Page, Research Paper Co-Chair
Michelle Seelig, Research Paper Co-Chair

(A full list of VisCom sessions begins on page 7)
This time of year it’s easy to become fixated with summer activities. It’s great to be finished with the spring semester and thinking only of swimming, hiking and camping and, of course, the AEJMC national convention.

As we look forward to hot August nights, however, it might be refreshing to glance back at cooler times. The AEJMC Midwinter Conference at Point Park University in Pittsburgh was very cool.

VisCom attendees’ warm conversation and hot research kept the mood downright spring like, even though a Pennsylvania snowstorm made the outside temperature downright cold at times.

One hot discussion topic at the conference was (and still is) the role of photographers in journalism’s future. To spark this conversation, Teresa Hernández of Kent State University convened a panel of professionals and educators (including VisCom members) to brainstorm about this important issue. The panel, “Stills in motion: How new media editors and professors can work together to ease the growing pains,” was compelling in its own right. It was perhaps even more interesting to follow the conversation as it continued beyond the scheduled panel times and into the hallways of Park Point University.

Another panel, cosponsored by the Mass Communication and Society, Media Management and Economics and VisCom divisions, also took a look at journalism’s future. The panel, “Communication and society: Trends, challenges, and opportunities,” presented a number of candid opinions about the possible opportunities and hazards of journalism’s future.

In addition to these panels, two paper presentation sessions provided attendees with a great range of VisCom research.

Teresa Hernández presented her work, for example, on photographic coverage from inside the Church of the Nativity during the last ten days of the forty-day siege. This presentation demonstrates the physical difficulties and ethical dilemmas that a photographer faced while producing prize-winning journalism.

And Bob Britten’s and Zoe Smith’s work took a look at a celebrity’s photographic collection. Through their examination of a rock and roll icon’s collection, their research provides a glimpse into a world where pop culture intersects with classic visual communications. Britten and Smith are both from the University of Missouri.

Other VisCom presented papers included the following:

• “Framing images of the Iraq war: Effects of membership in the ‘Coalition of the Willing,’” by Michelle Grose, Kelly Coleman, Fangfang Zhang, and Amanda Sturgill of Baylor University.

• “Ethical considerations in the publication of an inaccurate news photograph: Do viewers tolerate mistakes in visual content with contradictory written clarification?” by Teresa Hernandez.

• “A cultural pattern language: In search of the cultural aesthetic in the Websphere,” by Roxanne O’Connell of Roger Williams University.

• “Media convergence: Its influence on journalism programs and student online magazines,” by Regene Radniecki of Minnesota State University Moorhead.

This powerful showing by the VisCom division was only dampened by the fact that some graduate students whose paper was accepted for presentation were unable to attend for financial reasons. A cold winter wind leaked into the otherwise warm confines when I realized that young scholars were unable to present their excellent research because of the lack of a few hundred dollar’s travel money. (Perhaps the warm confines of our summer convention can allow VisCom members to discuss this situation?)

Despite the frigid weather, my first Midwinter conference seemed an ideal venue for VisCom members to exchange friendly conversation about hot topics. I’m already looking forward to the warmth of next winter’s meeting.

Larry Dailey, Second Vice Chair
Professor of Journalism
Donald W. Reynolds Chair of Media Technology
Mail Stop 310
The Donald W. Reynolds School of Journalism
University of Nevada
Reno, NV 89557
The judging has been completed on the AEJMC Best of the Web competition and the results are in. Forty-one entries were submitted across four categories. First place was awarded in each category, with the Teaching Sites category awarding a 2nd place prize, and the Journalism Sites and Creative sites categories awarding 2nd and 3rd place prizes.

The winners will present their sites at the Best of the Web panel on August 7th at 5:00 p.m. during the AEJMC National Convention in Chicago. All conference attendees are invited. Links to the winning sites can be found on the Communication Technology Web site.

**Category 1 - Department/School site**

1st Place - Anderson Steven – James Madison University - School of Media Arts & Design
http://smad.jmu.edu/

**Category 2 - Teaching Sites**

1st Place - Thomas Bivins – University of Oregon - Mass Media Ethics Course Site
http://jcomm.uoregon.edu/~tbivins/J397/

2nd Place - Tracy Rutledge – University of Tennessee at Martin - Multimedia Course Site
http://www.utm.edu/staff/trutledge/comm324/

**Category 3 - Journalism Sites**

1st Place - Cindy Royal – Texas State University - San Marcos
http://mclabserv.oldmain.txstate.edu:16080/sanmarcos/
Co-Creators: Jason Cain, Jordan Viator, Taylor Kuhlmann Shanklin, and Irene Kosela (Graduate Students)

2nd Place - Carol Schwalbe - Arizona State University - The Business of Immigration
http://cronkitezine.asu.edu/fall2007/agriculture.html

3rd Place - Cindy Royal – Texas State University - Thread Austin
http://mclabserv.oldmain.txstate.edu:16080/threadaustin/
Co-Creators: Dee Kapila and Kerri Battles (Graduate Students)

**Category 4 - Creative**

1st Place - Kim Grinfeder - University of Miami - Road of Dreams
http://www.roadsodreams.org/
Co-creators: Walyce Almeida (student assistant), Kathryn Bain (student assistant), Paula Sampaio (reporter & photographer)

2nd Place - Thomas Bivins - University of Oregon
Bivins Personal Web site
http://jcomm.uoregon.edu/~tbivins/Bivins/index.html

**VisCom Mentoring Program, Brochure and Conference are Ready** (continued from first page)

VisCom Mentoring Program, Brochure and Conference are Ready

brochure is based on the decision made by the members at the business meeting in Washington D.C. last year. The brochure will be used to recruit new VisCom members, and will be used both offline and online. Undergraduate student Larry Buchanan from the School of Journalism, Indiana University, designed the brochure. Our Membership Chair, Meg Spratt, facilitated the introduction of this brochure. Members are welcome to request hard copies from Meg during the conference or print it directly from the Web to encourage students to be VisCom members.

**The State of Visual Communication**

At the summer conference this year, each AEJMC division/interest group will evaluate the state of its own discipline, area or field. Visual communication, both as a disciplinary and as an AEJMC division, has evolved drastically over the years both before and after the trend of media convergence. At the VisCom luncheon to be held at the Chicago Tribune on August 8, the theme will be the state of visual communication. I would like to encourage your attendance to contribute ideas as to how to further develop this discipline and the division as well. To do so, please check VisCom Luncheon when you register for the conference. If you cannot come to the conference, please contribute your ideas to the VisCom Listserv. All of us, and especially I, would like to hear from you so that we can work together to build this discipline and this division in a healthy way. You will also make my five-page report based on our conversations easier.

**Join the Summer Conference**

Over the last several years, VisCom has never failed to provide exciting programs for the summer conference. This year, Renee, our vice head, has cooked up some very tasty programs regarding visual communication. I would like to see you, my VisCom old and new friends, in Chicago at the pre-conference workshop prepared especially for print people, all kinds of highly interesting VisCom panels, the offsite luncheon at the Chicago Tribune, and the VisCom business meeting. It will be a week for you to hang out with old buddies and also make new friends. According to Professor Loret Steinberg, our ex-head, a new member who had been a participating member of other divisions said that she decided to get more involved with VisCom because VisCom people “knew how to laugh.” So, please come and join us for a great time together.
AEJMC 2009 Student Logo Competition

First Place
Ryan Bigg
1913 Fourth St SW
Altoona, IA 50009
rbigg@iastate.edu

Iowa State University
Dr. Joel Geske
Greenlee School of Journalism and Communication
101 Hamilton Hall
Ames, Iowa 50011-1180

Second Place
Josh Jenkins
112 Clifton Circle
Oak Ridge, TN 37830
jsj2t@mtsu.edu

Middle Tennessee State University
Randy Livingston
3403 Meadowwood Dr
Murfreesboro, TN 37128-4626

Judi Mekemson
8612 Glenaire Drive
Chattanooga, TN 37416
jam5u@mtsu.edu

Middle Tennessee State University
Randy Livingston
3403 Meadowwood Dr
Murfreesboro, TN 37128-4626

Third Place
Hilde Omberg
Hawaii Pacific University
Hsuan-Yuan Huang
College of Communication
1132 Bishop Street, Suite 510B
Honolulu, HI 96813-2820
hhuang@hpu.edu
VisCom Events (continued from page 2)

**Preconvention Workshop**
Video for Journalism Educators
**6 p.m. Sunday, Aug. 3, through 5 p.m. Tuesday, Aug. 5**
In this hands-on workshop, you will learn the basics of telling a story with video, how to work with audio and microphones and how to edit video and export it for the web. We will provide Macintosh laptops with Final Cut Express/Pro, video cameras, tripods and microphones for participant use during the workshop. No prior video experience is necessary.

**Wednesday**

**8:15 am to 9:45 am**
Visual Communication Division
Refereed Paper Research Session: Visualizing Eloquent Images in Documentary and Photojournalism
Moderating/Presiding: Meg Spratt, Washington
“Making Yuyanapaq: Reconstructing Peru’s armed internal conflict through photographs”
Robin Hoecker, Missouri
“The eyes don't have it all: A corporeal approach to news photography”
Mary Bock, Pennsylvania
“Laura Mulvey’s psychoanalytic argument: Does it fit Hindi cinema?”
Ananya Sensharma and Diana Tillinghast, San José State
“Twin myth, the film and the regime: Images in the documentary film a state of mind”
Suhi Choi, Utah
Discussant: Keith Greenwood, Oklahoma

**10 am to 11:30 am**
Visual Communication Division
Refereed Paper Research Session: Top Faculty Papers and Top Student Paper in Visual Communication
Moderating/Presiding: Michelle Seelig, Miami

“*The fictional Japanese photography of Mariko Mori and Julie*”
Timothy R. Gleason, Wisconsin-Oshkosh

“Moving The Pyramids Of Giza: Teaching ethics within a visual communication curriculum”
Nicole Smith Dahmen, Louisiana State

“Do pictures matter? Effects of photographs on interest in information seeking and issue involvement”
Michael Boyle, West Chester and Mike Schmierbach, Pennsylvania State

“‘That’s the one!’ An examination of spot news photography choices”
Chris Birks, Northern Illinois

Discussant: Paul Martin Lester, California State, Fullerton

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Top Student Paper

**11:45 am to 1:15 pm**
Magazine and Visual Communication Divisions
Teaching Panel Session: Converging in the Classroom: How to Produce Multimedia Journalism
Moderating/Presiding: Lyn Lepre, Marist

(continued next page)
Panelists:
Brian Storm, Media Storm
John Zibluk, Arkansas State
Jill Van Wyke, Drake
Quint Randle, Brigham Young
Mark Masse, Ball State

1:30 pm to 3 pm
Visual Communication Division and Entertainment Studies Interest Group
Teaching Panel Session: Teaching Visual Communications with Second Life
Moderating/Presiding: Pete Seel, Colorado State
Panelists:
Paul Lester, California State-Fullerton
Aaron Delwiche, Trinity
Lawrence Mullen, Nevada-Las Vegas

5 pm to 6:30 pm
Visual Communication and Magazine Divisions
PF&R Panel Session: Contemporary Magazine Design
Moderating/Presiding: Carol Holstead, Kansas
Panelists:
Jennifer Moore, art director, Chicago Magazine
Kenneth Pybus, Abilene Christian University
Patricia Baldwin, North Carolina-Ashville
Gerald Grow, Florida A&M
Angela Renkowski, Drake

THURSDAY
8:15 am to 9:45 am
Visual Communication and Media Ethics Divisions
Research Panel Session: Seeing the Truth: Searching for Ethics in Visual Media
Moderating/Presiding: Clifford G. Christians, Illinois-Urbana/Champaign
Panelists:
Julianne H. Newton, Oregon
Shiela Reaves, Wisconsin-Madison
Rick Williams, Lane Community College
Discussant: Clifford G. Christians, Illinois-Urbana/Champaign

1:30-3 pm Scholar-to-Scholar
Visual Communication Scholar-to-Scholar Session: Research on the Cutting Edge
“Visuals, path control, and knowledge gain: Variables that affect students’ approval and enjoyment of a multimedia text as a learning tool,” Jennifer Palilonis, Ball State University; Vincent Filak, University of Wisconsin-Oshkosh
“Visual processing of animation: An experimental testing of ‘Distinctiveness’ and ‘Motion Effect’ Theories,” Nokon Heo
“Dark vs. light: Environmental illumination influence on startle reflex amplitude measured during manipulation of the affective state using pleasant and unpleasant picture presentations,” Mugur Geana, University of Kansas
Discussant: Susan Zavonia, University of North Texas

5 pm to 6:30 pm
Visual Communication and Communication Technology Divisions
Thursday, August 7, 2008
Teaching Panel Session: Best of the Web Award Winners
Moderating/Presiding: Lily Zeng, Arkansas State

(continued next page)
Category 1 - Department/School site
1st Place - Anderson Steven, James Madison University

Category 2 - Teaching Sites
1st Place - Thomas Bivins, Oregon
2nd Place - Tracy Rutledge, Tennessee at Martin

Category 3 - Journalism Sites
1st Place - Cindy Royal, Texas State
2nd Place - Carol Schwalbe, Arizona State
3rd Place - Cindy Royal, Texas State

Category 4 - Creative
1st Place - Kim Grinfeder, Miami
2nd Place - Thomas Bivins, Oregon

FRIDAY

8:15 am to 9:45 am
Visual Communication Division and Gay, Lesbian, Bisexual, Transgender Interest Group
PF&R Panel Session: Visual Portrayals of Gay and Lesbian Couples in the Media
Moderating/Presiding: Joel Geske, Iowa State
Panelists: Gary Hicks, Southern Illinois
Joel Geske, Iowa State
Jimmy Draper, Michigan
Tracy Baim, Publisher of Windy City Media Group

12:15 pm to 3:15 pm
Visual Communication Division
Off-site Luncheon Session: Visual Communication Luncheon at the Chicago Tribune
Topic: "The State of Visual Communication"
Moderating/Presiding: Edgar Huang, Indiana-Purdue
Panelists: Mindy McAdams, Florida
David Perlmutter, Kansas
Chicago Tribune journalist
Restricted to pre-paid registrants
The Tribune is a short walk from the hotel.

5:15 pm to 6:45 pm
Visual Communication Division
Refereed Paper Research Session: Top Creative Projects
Moderating/Presiding: John Freeman, Florida
“Service learning and documentary projects: A natural fit,” Jerry Swope, St. Michael’s
“Information graphics & education: Multimedia storytelling, teaching & learning,” Jennifer George-Palionis, Ball State
“Photographing Auschwitz,” Robert Heller, Tennessee
“Jessore Road: Journey to fight human trafficking, India to Bangladesh,” Kimberly Selber, Texas-Pan America & George McLemore, Texas-Pan America
“The women of Evangel: Healing and hope,” James Kenney, Western Kentucky*
*Top Creative Project

7 pm to 8:30 pm
Visual Communication Division
Business Session: Members’ Meeting
Moderating/Presiding: Edgar Huang, Indiana-Purdue
8:45 pm 10:15 pm
Visual Communications Division
Off-site Business Session: Executive Committee Meeting
Moderating/Presiding: Renee Martin-Kratzer, Florida

SATURDAY

8:15 am to 9:45 am
Visual Communication Division
Refereed Paper Research Session: Challenges in the Age of Visual Media
Moderating/Presiding: Janis Teruggi Page, Florida
“Greenpeace visual framing of genetic engineering: Neither green nor peaceful?”
Avril De Guzman and Kojung Chen, Iowa State
“Whatever they want to do – do it: The conflicted resignation of female college athletes”
Marie Hardin, Pennsylvania State; Susan Lynn, Florida State and Erin Whiteside, Pennsylvania State
“The sin in sincere: deception and cheating in the visual media”
Paul Lester, California State, Fullerton
“Teaching button-pushing vs. teaching thinking: The state of new media education in U.S. universities”
Edgar Huang, Indiana-Purdue, Indianapolis
Discussant: James Kelly, Indiana

10 am to 11:30 am
Visual Communication and Minorities and Communication Divisions
PF&R Panel Session: Portrait of Emmett Till: A Case Study of Photographer’s Influence
Moderating/Presiding: Meg Spratt, Associate Director of Academic Programs, Dart Center for Journalism and Trauma, Washington
Panelists: Christopher Benson, co-author with Mamie Till-Mobley of her memoir, Death of Innocence: The Hate Crime That Changed America; Illinois at Urbana-Champaign
Christopher Metress, editor, The Lynching of Emmett Till: A Documentary Narrative; Samford
Pearlie Strother-Adams, co-author, Dealing with Diversity: The Anthology; Western Illinois

11:45 am to 1:15 pm
Minorities and Communication and Visual Communication Divisions
PF&R Panel Session: Tribute to African-American Media Pioneers
1. Mr. Bob Black, photographer, Chicago Sun-Times
2. Dr. Jannette L. Dates, Howard University
3. Mr. Jerry Domatob, Alcorn State University
4. Mr. Glenn Reedus, managing editor, Chicago Daily Defender
Moderator: Dr. Lillie M. Fears, Arkansas State University

Looking for more information on the AEJMC Visual Communication Division?
Visit the Web site: http://www.aejmc.net/viscom