Welcome to our first 2018-2019 newsletter for members of the VisCom division. Our division continues to be one of the most visible and active in AEJMC. We had another strong year and successful presence at the annual conference in Washington D.C. as well as at the Southeast Colloquium, thanks to the hard work of our volunteer officers and chairs.

The annual conference featured many instructive and enlightening events. If you’re having a journalism and mass communication conference in the nation’s capital, why wouldn’t you invite members of some of the city’s most visible publications? And we did. Our annual luncheon, at Del Frisco’s Double Eagle Steakhouse and organized by our current vice-head Gabriel Tait, featured
Director of News Gathering, Video & Photo Andrew Scott from *USA Today*, Creative Director Ashley Perks from *The Hill* and photojournalist Jahi Chikwendiu from *The Washington Post*. One of our sessions had a panel discussion with Javier Zarracina, Graphics Director at *vox.com*, Chiqui Estaban, Graphics Director at *The Washington Post*, Alberto Cuadra, Managing Graphics Editor for AAAS and *Science* magazine, and Kennedy Elliott, Graphics Editor at *National Geographic*. Both events were well attended and resulted in great Q & A sessions.

A pre-conference session on drones was organized and led by Matt Waite and Teaching Chair Carolyn Yaschur. Other sessions covered topics ranging from the politics of voice, visibility, and transparency, moderated by Mary Bock, to the relevance of teaching code, and our annual sessions including Best of Digital, co-chaired by Su Jung Kim, Creative Projects, chaired by Joe Gosen, and the teaching marathon, poster sessions and refereed research, organized by Carolyn Yaschur and Research Chair Erik Palmer.

Our division’s participation in the Southeast Colloquium was ably managed by Gabriel Tait and allowed four submitters to present their academic papers along with one research-in-progress presenter.

Among other topics at our annual business meeting, our new VC Quarterly editor, Dr. Lawrence Mullen of UNLV, was introduced, and retiring editor xtine burrough was thanked for her service to the publication. We also thanked outgoing division head Julian Kilker for his able management of the division.

Thanks to Russell Williams’ taking charge of the logo competition, our division once again is contributing AEJMC’s official logo, this one for the 2019 conference in Toronto. Also thanks to PF&R Chair David Staton, Membership Chair Tara Mortensen (who is now our 2nd Vice Head), Social Media Chairs T.J. Thompson and Pinar Istek, Webmasters William Moner and Phil Motley, and Grad Student Liaison Kyser Lough.

We welcome our new volunteer officers who join those who continue to serve for another year as we prepare for our upcoming events: the Southeast Colloquium at the University of South Carolina March 7-9, and the annual conference in Toronto August 7-10. The strength and visibility of our division is in evidence, as vice-head Gabriel Tait can attest, by the many divisions who are
VisCom Colleagues,

Several weeks ago, I was feeding our newborn daughter (Gabrielle – shameless doting), while reading through the 17 panel proposals recommended by our members for the 2019 AEJMC Annual Conference scheduled for August 7-10 in Toronto, Canada. This newsletter entry will preview part of our division’s programing for AEJMC 2019 in Toronto.

The 17 panels, I’m told are a record number of submissions for our division. Thank you! Because of the diversity in scope and research areas the proposals were very competitive. The executive committee blind reviewed each panel and ranked them using a rating scale from 1-17. The top 10 proposals (including ties) were submitted to the Council of Divisions programming website. Divisions and Interest Groups then make deals to address their members panel proposals.

Programing for Toronto 2019

Our division was able to make deals on eight panels. Two of the panels are our standing partnerships for the Best of Digital and Teaching Marathon sessions. The Teaching Marathon is being rebranded as the Innovations in Teaching panel.

Pre-Conference
This year we will not have a pre-conference session. Members expressed some reservation about having a pre-conference in 2019. We will re-explore this important programing opportunity during our 2020 planning.

**Opportunities to Present**
There are several opportunities to present on the Innovations in Teaching, Spiked Cartoons vs. The Freedom of Expression, and Best of Digital Competition. If digital portfolios or cartoons and first amendment ethics fall within your purview, please email me as soon as possible. Please also keep an eye out for the Innovations in Teaching (Teaching Marathon) and Best of Digital calls. These are two additional ways to represent your outstanding teaching and creative projects.

**Current Programmed Proposals**
Below are planned proposals for our Toronto program. There may be some modifications with presenters and panels in the coming months. Thank you each for your proposals. We look forward to seeing you in Toronto!

<table>
<thead>
<tr>
<th>Title</th>
<th>Partnering Division</th>
<th>Type of Panel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How Do We Measure That? Strategies Evaluating Digital Portfolios</td>
<td>Small Programs Interest Groups</td>
<td>Teaching</td>
<td>This panel presentation will explore strategies for effectively assessing students’ portfolios amidst a variety of challenging scenarios.</td>
</tr>
<tr>
<td>1. Innovations in Teaching (Teaching Marathon)</td>
<td>Magazine Media</td>
<td>Teaching</td>
<td>The annual Magazine Media and Visual Communication Divisions Teaching Marathon with 15+ five-minute tips for innovative teaching.</td>
</tr>
<tr>
<td></td>
<td>The Pedagogy of Coding for Media Production</td>
<td>Communication Technology</td>
<td>Teaching</td>
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<tr>
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<tr>
<td></td>
<td>‘Pedagogy of Coding’ panel is based on the content of an online publication. This website brings together best practices in teaching coding for the purpose of producing media and practicing data journalism.</td>
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<thead>
<tr>
<th></th>
<th>Opportunities for Diversity &amp; Inclusion in the Visual Communication Classroom</th>
<th>Minorities and Communication</th>
<th>Teaching</th>
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<tbody>
<tr>
<td></td>
<td>While the opportunities to discuss are abundant, some visual communications curriculums shy away from critically analyzing media for diversity and inclusion.</td>
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<table>
<thead>
<tr>
<th></th>
<th>Spiked cartoons vs. the freedom of expression</th>
<th>Cultural and Critical Studies</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Editorial cartoons are visual comments that work with elements like exaggeration or distortion. Fewer and fewer people can properly decode editorial cartoons.</td>
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<td></td>
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</tbody>
</table>

With every visual recording
<table>
<thead>
<tr>
<th>1. <strong>Visual Technology Changes Us</strong></th>
<th><strong>Communication Technology</strong></th>
<th><strong>Professional Freedom and Responsibility</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology, from simple point and shoot cameras to sophisticated digital optical implants, there is an observable transition in the production and presentation of pictorial messages from specialized innovators, journalists, advertisers, and artists, to the general public.</td>
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<tr>
<th>1. <strong>Hot topics panel on using emerging tech. tools in a participatory society: Visual journalism now</strong></th>
<th><strong>Participatory Journalism Interest Groups</strong></th>
<th><strong>Professional Freedom and Responsibility</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual journalism is undergoing a rapid transition with technological tools empowering both journalists and citizens in contributing to meaningful storytelling.</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1. <strong>Best of Digital Competition</strong></th>
<th><strong>Communication Technology</strong></th>
<th><strong>Research</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition and presentation of winners of 2019 Best of Digital Competition.</td>
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</table>

<table>
<thead>
<tr>
<th>1. <strong>Refereed Research</strong></th>
<th><strong>Visual</strong></th>
<th><strong>Traditional research paper</strong></th>
</tr>
</thead>
</table>
1. Refereed Research Paper

Visual Communication

Research

Traditional research paper session

P.S. I have included a photo of Gabrielle!
Visual Communication Division
Call for Papers, Panels and Research-in-Progress Abstracts

Authors are invited to submit research papers, panel proposals and/or research-in-progress abstracts for the 43rd Annual AEJMC Southeast Colloquium, which will be held March 7-9, 2019 at The University of South Carolina, in Columbia, South Carolina. This year’s conference is in conjunction with the Media and Civil Rights History Symposium. Papers, panels and research-in-progress projects that revolve around this theme are encouraged.

Authors should prepare submissions as either a Microsoft Word or PDF file and submit them via the conference site.

All submissions must be completed by no later than 11:59 p.m. ET on December 17, 2018. Submissions must be original and must not have been previously presented at a conference. Students and faculty should indicate their status for consideration of faculty and student top paper awards. Do not include any author identifying information on any page of the paper submission. Authors also should redact identifying information from the document properties. On the cover page of the attached paper, only the title of the paper should appear. Following the cover page, include a 250-word abstract. Length of full papers should not exceed 30 pages including references and tables.

The author of each accepted paper (at least one author in the case of a co-authored paper) must present the paper at the Colloquium or it will not be listed in the final program. Acceptance and/or submission of papers to colloquium paper competitions does not prevent authors from submitting to AEJMC divisions for the AEJMC Annual Conference in August. Complete contact information and a complete list of (all) authors must be submitted with other material (and on deadline) or the paper will be disqualified. For online
instructions on "how to submit a clean paper" for blind review, see this link. Authors of accepted papers will be notified by February 1, 2019. In the meantime, read more about the event at the Colloquium website at: https://sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/aejmc_southeast_colloquium/index.php

PANEL PROPOSALS
Panel proposals should be submitted to Tara Mortensen (taram@sc.edu) by Monday, December 17, 2018, and should include a brief description of the panel along with proposed panelists. Proposals should not exceed three double-spaced pages.

RESEARCH-IN-PROGRESS
The Colloquium will include a research-in-progress roundtables as an opportunity for researchers to share and get feedback on projects that are in some stage of development. Authors must submit a synopsis of the project, with some research questions or hypotheses and a paragraph explain what stage of development the project is in. Research chairs will determine how many abstracts can be programmed based on development of research strategy, clarity of research goals and available slots in the roundtable. Research-in-Progress abstracts are NOT eligible for Colloquium research awards.

For more information, contact:
2019 Colloquium Coordinator, Laura Smith at lksmith@sc.edu
Visual Communication Division Second Vice Head, Tara M Mortensen at taram@sc.edu

Message from Incoming VCQ Editor

Visual Communication Quarterly Editor
Lawrence Mullen
lawrence.mullen@unlv.edu

Hi everyone. I’m excited to be the incoming editor of Visual Communication
Quarterly. I’ve been working with xtine burrough, T.J. Thomson, and Nicole Dahmen the past couple of months, to learn the ropes, so to speak, and make the transition smooth. I greatly appreciate their help. My focus early on is to continue the great work that xtine has been doing the past three years and maintain the high-quality research and artistic work the journal has been publishing. That said, I also look forward to working with the esteemed members of the journal’s editorial board, who play a key role in the journal’s quality control. Then, as we get out an issue or two, we may try for a special issue.

As a member of the editorial board for several years, and the book review editor for a few years, I’ve had the privilege of seeing new visual communication research, photographic, and graphic design trends emerge. As editor, I look forward to an even greater perspective of emerging trends and observing the ways the field will evolve over the next few years. It is a great honor to be responsible for this publication that covers an area of study that is very special to me. I encourage you to share your ideas and critiques of the journal, so please don’t hesitate to drop me a note.

Update from Research Chairs

Research Co-Chairs
Erik Palmer
palmere@sou.edu

Martin Smith-Rodden
mdsmithrodde@bsu.edu

The research chairs for the Visual Communication Division have submitted our annual Call for Papers to AEJMC’s national office, and we look forward to publicizing all details after the first of the year. As in prior years, completed papers should be submitted for review via the All Academic portal, with a non-negotiable deadline of April 1, 2019, and a 30-page cap in length, including all cover pages, abstracts, references, and illustrations.

Also, after the first of the year, we will begin recruiting reviewers for the
Division research competition. Please look for updates via divisional social media and email lists. If you are interested in reviewing, please create your account on the All Academic site when it opens in January.

For the second year, Erik Palmer of Southern Oregon University will serve as research chair for the Visual Communication Division, and main point of contact for inquiries related to submitting or reviewing papers. Please reach him via email at palmere@sou.edu. We are also experimenting with having an associate chair this year, and Martin Smith-Rodden of Ball State University has generously agreed to assist.

VisCom Teaching Award Call

Teaching Chair
Carolyn Yaschur
carolynyaschur@augustana.edu

Just as fall semester is starting to wind down, we are gearing up for this year’s conference in Toronto. Thank you to everyone who has submitted a proposal for the teaching marathon, which is being renamed “Innovative Teaching Tips” this year. The magazine division’s teaching chair and I are going through the submissions and will get back to you soon as decisions are made. Your teaching tips are creative and ingenious. Thank you again for your generosity in sharing your ideas. It helps us all become better teachers.

Below is the call for our second annual Vis Com Teaching Award to recognize excellence in teaching visual communication. This year’s award has been underwritten by a generous donation from former Vis Com Head and one of last year’s recipients, Dr. James Kelly of Indiana University. This year, we’ve decided to split the contest into two categories – those who have not received tenure yet and those who have. Each winner will receive a $100 honorarium and a plaque and will be featured during the Innovative Teaching Tips session. Their syllabi will be placed on our website so others may use it as a guide. If you
would like to contribute to this award, please contact me. I’m looking forward to seeing you this summer.

**AEJMC Vis Com Teaching Award**
**Application date: Jan 13, 2019**

Application requirements:
Applicant must be a member of AEJMC Vis Com Division in year she or he is applying.
Cover letter (max two pages) highlighting accomplishments contained in the package and agreeing to present at the AEJMC conference teaching panel, if a winner. Also, please indicate if you are tenured or not.
CV emphasizing visual communication accomplishments.
A one-page letter from a colleague supporting the application.
One syllabus highlighting excellence in or innovative practices in visual communication. (The winner’s syllabus will be posted on the VISC website.) Examples of student work from an assignment in the syllabus.

Judging:
A judging committee consisting of the VISC’s teaching chair, head, and vice-head will review and rank the applications and contact the applicants approximately one month after the application date.

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**Social Media Update**

**Social Media Chair**
T.J. Thomson
contact@tjthomson.com

We have a number of online resources as a Division to connect you with news on upcoming conferences, job opportunities, publishing calls, visual commentary, and more. The Division's primary three platforms (Facebook,
Twitter, and our website) all experienced growth in the 2017-18 academic year and I've included more granular information on each aspect below:

1. **Facebook** ([https://www.facebook.com/groups/aejmcvis/](https://www.facebook.com/groups/aejmcvis/)). Our closed group on this platform (initially founded in 2009) experienced a three percent membership growth rate and supports 429 members (up 11 from this time last year). Members posted 83 posts in this period (an average of one every four days) and the number of “active members” (those who check the page when new content is posted and/or engage with our content in their feeds, etc.) is also up from last year’s 184 to our current 227.

2. **Twitter** ([https://twitter.com/aejmcviscom](https://twitter.com/aejmcviscom)). Our group’s Twitter page (initially launched in 2013) has 286 followers (an increase of 41 since this time last year). Over the past 11 months, our Tweets received an average of 2,677 impressions per month.

3. **Website** ([http://aejmcviscom.org/](http://aejmcviscom.org/)). This site was launched in 2009 and, over the past 11 months, accrued traffic from the following search engine keywords, according to Alexa: 1) aejmc 2019 (57.72 percent), 2) aejmc conference 2019 (10 percent), 3) aejmc (4.86 percent), 4) advertising graphics (4.41 percent), and 5) viscom (3.48 percent). For comparison, the keywords that drove traffic last year were: 1) viscom newsletter (8.55 percent), 2) viscom (4.52 percent), 3) advertising graphics (1.96 percent), 4) vis com (0.78 percent), and 5) visual communication quarterly (0.24 percent). We've requested that the web team installs an analytics plugin so that we can see and share with you our site's traffic numbers and geographic reach.

We also have a website ([http://www.vcquarterly.org/](http://www.vcquarterly.org/)), Instagram account (@VCQuarterly), Facebook account ([https://www.facebook.com/vcquarterly](https://www.facebook.com/vcquarterly)) and Twitter account ([https://twitter.com/VisCommQ](https://twitter.com/VisCommQ)) for our Division's peer-reviewed, academic journal, *Visual Communication Quarterly*, which has been published since 2004. David Stanton is responsible the Journal's social media platforms.

If you haven't already, please "like," "follow," and/or "join" these accounts so we can grow our community, its reach, and its benefits to members. If you’d like to post using any of these channels to share resources or promote information for the good of the group, you can do so in some cases directly or, if you’d prefer,
you can send items to me (tj.thomson@qut.edu.au) and I can post them on your behalf. Please do try to include images with any posts, as these markedly boost engagement. You can do this by including photos or videos, links (which on Facebook) often populates media from the linked site), by creating a text graphic, or by providing as attachments or links visuals you’d like to accompany the post.

2020 Conference Logo Competition Call

Logo Contest Chair
Daniel Haun
dhaun@mail.sc.edu

AEJMC 2020 Conference Logo Design Competition
Design a logo for the AEJMC 2020 Conference in San Francisco

Student entries are being accepted for the official conference logo, which will appear on conference and promotional materials. The winning student will receive $100.
A logo entered in the contest should represent the diversity of AEJMC and also visually suggest "San Francisco.” The logo should communicate immediately, effectively, and be memorable.

The logo design entries must be designed using a solid black tone on a white background. AEJMC reserves the right to add color later to the winning logo.
The deadline for submitting entries is March 31, 2019.

A logo entered in this competition must:
1. Include the following typographic elements: AEJMC August 2020 San Francisco (no other typographic elements can be added to the logo entries for this contest).
2. Include AEJMC as an integral part of the logo.
3. Must be legible and effective when scaled for different executions, i.e., program book cover, nametags, promotional material, social media, screens, and print.
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. This means no clip-art. All elements must be student creations.**

For a logo entry to be eligible, entrants are required to submit their logo entry as both an **EPS file (.eps)** and as a **JPEG file (.jpg)**. The JPEG version of the logo must be identical to the EPS version in terms of design, dimensions, proportion, etc.

The EPS version **must** have **all of its type converted to outlines**. The EPS file is required because it is a vector based format that provides better reproduction.

**The file names must bear the first initial and last name of the entrant** (for example: rSmithLogo1.eps and rSmithLogo1.jpg).

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 who are AEJMC members. The logos must be submitted by a faculty sponsor for the school’s entries for this AEJMC logo contest.

Faculty sponsors must also include a list of file names (such as: UGAentrants.doc) with the entrants' names, addresses, and e-mail addresses, plus their own full contact information (office phone, address, etc.) Winners should be notified before May 15, 2019.

**ENTRIES MUST BE SUCCESSFULLY UPLOADED NO LATER THAN 11:59 p.m. PDT, March 31, 2019.**

Please upload each logo entry’s EPS (.eps) and JPEG (.jpg) files to AEJMC 2019 Logo Competition Chair Daniel D. Haun at: dandhaun@hotmail.com
Questions regarding the 2019 logo competition may be sent to Daniel at: mailto:dandhaun@hotmail.com
The award for the 2019 logo competition went to Alyssa Goins-Williams, University of Memphis. Matt Haught was her faculty sponsor.
Clockwise from top left: 2nd place logo by Mary Alvarez at West Virginia University (Bob Britten was faculty sponsor); 3rd place logo by Reni Coulson at University of Kentucky (Adiane Grumbein was faculty sponsor); 4th place logo by Adam Jackson at Virginia Commonwealth University (Jay Adams was faculty sponsor); 5th place logo by Jennifer O'Hagan at University of Kentucky (Adiane Grumbein was faculty sponsor).

Best of Web/Digital 2019 Competition Call
We would like to draw VisCom members’ attention to the Best of the Web/Best of Digital competition. What is Best of the Web/Best of Digital?

The “Best of the Web/Best of Digital” competition is an annual Web and app design contest co-sponsored by the Communication Technology (CTEC) and Visual Communication (VisComm) Divisions of the Association for Education in Journalism & Mass Communication (AEJMC). Web or app entries submitted to this competition must advance education or research in journalism and/or mass communication. The contest is open to faculty and/or students who work for or attend an institution that is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) or are current (paid) members of the AEJMC. University and college staff are not eligible.

Overview

The competition consists of four categories: Individual/Team/Single class designation for Web and app, and Multiple class/Institution designation for Web and app. The Individual/Team/Single categories consist of entries that have been designed and/or created by an individual, a small team or a single class. The Multiple class/institution categories consist of entries that have been designed and/or created by several classes collaborating on a single project or by a school or department collaborating on a single project.

Web and app design professionals and academics with a background in Web and app design technology are responsible for judging the competition. Judging primarily focuses on the design, presentation, and technological components of the project.

The link to submit entries will be available on March 11, 2019, and will be located here: www.aejmcbestofweb.com/submit. The submission deadline for this year’s competition is April 14, 2019. There is no entry fee.
Please spread the word among your colleagues and students and encourage them to submit entries. We particularly encourage submissions in the app categories. For more information, please contact Michael Fagans at mfagans@olemiss.edu or Su Jung Kim at sujung.kim@usc.edu. We also welcome professionals and academics with a background in Web and app design technology who would like to volunteer to be a judge for the 2019 competition. Please contact Su Jung Kim if you are interested.

See you in Toronto!

Message from the Grad Student Liaison

Grad Student Liaison
Kyser Lough
kyserl@utexas.edu

The deadlines for the AEJMC Southeast Colloquium and Midwinter Conference are coming up and I want to especially encourage graduate students to consider sending manuscripts and/or works-in-progress to one of these great conferences. It’s a good place to get feedback on your projects and a great place to network with other academics in a smaller conference setting. The Visual Communication Division has a presence at the Southeast Colloquium, but there are certainly divisions at Midwinter that visual-related papers could also be submitted to.

The Southeast Colloquium will be held March 7-9, 2019 at the University of South Carolina (in conjunction with the Media & Civil Rights History Symposium) and the deadline for submissions is December 17. They are accepting full papers, panel proposals and works-in-progress.

The Midwinter Conference will be held March 1-2, 2019 at the University of Oklahoma and the deadline for submissions is December 1. They are accepting abstracts.

As discussed in our business meeting, I would like to see our division play a stronger role in the research poster process at AEJMC. The online resources
currently available on the main site are mostly from 2013 and in need of update. Further, I would like to explore an all-AEJMC poster design award that is judged and awarded prior to the conference so we can highlight and showcase good examples of poster design.

I’m looking for others who share this interest and would be willing to help brainstorm ideas and potentially put together a poster guide that we can offer to AEJMC members. We’re the Visual Communication Division and I think that comes with the responsibility of making sure the poster presentations, one of the most visual parts of the conference, are the best they can be.

If you’d like to make suggestions, work with me or just offer your own tips or ideas for better posters, please get in touch.

Highlights from AEJMC in Washington D.C.

James Kelly of Indiana University received one of two awards for Excellence in Teaching, here being presented by Carolyn Yaschur, Viscom Teaching Chair.
Catherine M. Staub of Drake University, left, received one of two awards for Excellence in Teaching, here being presented by Carolyn Yaschur, Viscom Teaching Chair.
The Scholar to Scholar award went to Sheree Josephson and Melina Myers of Weber State for their poster on Mobile Augmented Reality through the Lens of Eye Tracking. Here Sheree was presented with the award by Julian Kilker.

Incoming 2018-2019 VisCom Officers

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Martin Smith-Rodden, Ball State U.
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