

Call for Reviewers for Visual Communication Papers  
AEJMC 2011 Annual Convention

The Visual Communication Division needs your help to review papers for the Visual Communication Division's paper competition for AEJMC's annual convention, which will be held Aug. 10-13 in St. Louis, Missouri.

My plan is to have enough judges so that no one will have to read more than three to four papers. This way we can still have each paper reviewed by three judges. I've found that the fewer papers each reviewer has, the higher the quality of feedback to the authors.

The paper deadline is April 1, and I'd like to be able to send out acceptance emails no later than May 15 to give presenters sufficient time to make travel plans (and find reasonable air fares). So I hope to get you access to the papers by April 11, and ask that you fill out your evaluation sheets online by April 25.

Do you think you'll have time to read and evaluate three-four papers in those 15 days in April? If so, thanks a million. I'll be assigning you papers on the All Academic paper submission/reviewing website.

If you're interested in serving as a reviewer, please let me know as soon as possible. Please remember that you cannot submit a paper to the Visual Communication division if you are judging for this division.

If you don't think this will be a good month, or semester, or year, for you to be judging papers, please also let me know immediately. Either way, feel free to call me at 806 742-6500, x283 or e-mail: [robert.peaslee@ttu.edu](mailto:robert.peaslee@ttu.edu).

My experience has been that coordinating a paper competition is a challenging and rewarding experience, with obvious dividends in the fruitful research sessions that result at the conference. But it can become a nightmare if people who are sent papers to review don't review them. A last-minute scramble to find reviewers inevitably diminishes the quality of the reviewing. So please help me to avoid that situation, by letting me know immediately if you cannot review.

Most of you have judged papers for the Visual Communication Division in the past (some of you for the past several years), and your help is deeply appreciated. Let's continue this division's tradition of well-reviewed papers and strong research panels.

I'll be in touch!

Sincerely,

Rob Peaslee, Research Chair, Visual Communication Division