

**BIOCOMM  
2004 comes  
to Boston,  
July 10-13**

Members of the BioCommunications Association will converge at the Harborside Hyatt Hotel in July. The conference has a busy schedule of seminars, Infoshare, speakers, and lots of networking. Attendees will have the opportunity to attend MacWorld which runs July 13-15.

# BCA news

Newsletter of the BioCommunications Association — [www.bca.org](http://www.bca.org)

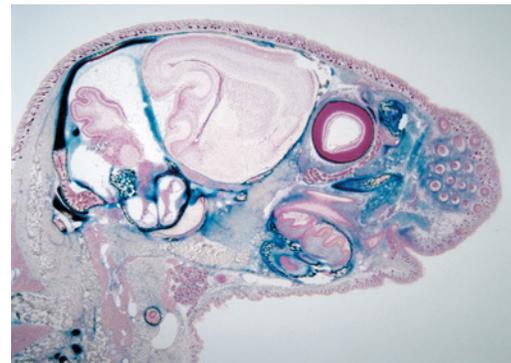


Summer 2004

## BIOCOMM 2004 Special Edition

### Biolmages Winners Announced

The opening of the annual Biolmages salon kicked off BIOCMM 2004 Saturday evening, July 10. The Best of Show was awarded to Richard Frederickson, from the National Cancer Institute, for his image of *Presence of LacZ-Beta galactosidase activity (blue staining)*. The image received the Award of Excellence in the Still Media/Specimen category. Other Award of Excellence category winners were: Lou Davis and Will Wilner, Wake Forest, for General Illustrative; Seth Dixon and Jere Parobek, St. Judes Research Hospital, for Series; Seth Dixon for Portraiture; Francis Fung, UCSF, for Graphics; Alan Goldstein, FBPA, Grossman Burn Center, for Motion Media; Karna McKinney, Alaska Fisheries Science Center NOAA, for Fine Art; and Anita Tellier, FBPA, for Natural Science as well as the Canadian Founders Award. Joanna Griggs, ERC Media Royal Children's Hospital received the Warren Sturgis Media Award and Greer Sansom, Women's Children Health, the BCA Medical Education Award. Images will hang in the salon during BIOCMM and then posted in the Gallery on [www.bca.org](http://www.bca.org).



### Keynote Speaker



**Bonnie Meltzer**  
*The Ethics and Issues of  
Digital Manipulation*

It is part of being an informed citizen to be able to interpret the photos one sees in newspapers, magazines, TV and on the web. It is up to those of us who are image makers to act responsibly, legally and ethically. The purpose of this talk is to give a framework to aid the process of making ethical choices. At what point does an image turn from reality into fantasy? Or deception? Are there absolutes in determining what is ethical or do the questions and answers differ for artists, historians, journalists, lawyers, advertisers, police and scientists. Even with different criteria each individual must ask "It's possible, It's legal, but is the image false, foolish, mean or just bad taste?"

### Anne Shiras-Pioneer Lecture



**Carlton Ward Jr.**  
*Documenting  
Bio-diversity at the  
Edge of Africa*

In the Pioneer lecture, Carlton Ward will show us how he is using photography as a political tool in bio-diversity for scientific record and public outreach. In his expedition photography, you will see how he combines science and photography to make a difference.

Carlton's passion for nature was born from the Florida landscape, where eight generations of family history have grounded his perspective. He sees cultural heritage and the natural environment as two of society's greatest most threatened resources.

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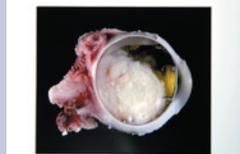
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## Award of Excellence



Red Tailed Hawk,  
Anita Tellier, FBCA  
Natural Science and  
Canadian Founders  
Natural Science Award



Retinoblastoma  
Seth Dixon, Jere Parobek  
St. Judes Research Hosp.  
Series



Joshua  
Seth Dixon  
St. Judes Research Hosp.  
Portraiture



Ensete ventricosum  
Karna McKinney  
Alaska Fisheries Science  
Center NOAA  
Fine Art

## Thoughts from the President

"We want a newsletter". That's what you told the Board of Governors, so we are using BIOCOMM to launch the newsletter. Your newsletter is more than the business of the Association. It is the celebration of our successes. Members are holding exhibitions, running workshops for other societies, publishing books, the list goes on. Unfortunately, many of your colleagues never hear about this. They should! I hear of what you are doing and I take pride in our membership. These accomplishments reflect well upon us as an Association and should be shared. Some of you may think that this is "vanity press" to which I say great. We come from a long tradition, almost 75 years, of talent that changed the way people saw the world of science. We should continue to recognize what we do.

We will start with three issues a year. Charlene Baron is handling the design and layout and Joe Ogradnick, FBPA has agreed to act as editor. If you have or know of something that you want to share, then send it to BCA Central Office.

John Hendrix, RBP, FBCA  
President,  
BioCommunications Association, Inc.

## Joseph Nadakapadam wins free BIOCOMM registration.



The BCA Conferences Committee conducted a survey of those who attended the last BIOCOMM in Las Vegas. The object of the survey was to find out how attendees felt about the annual meeting and what they wanted from future BIOCOMM's. That's one of the reasons we are meeting in Boston.

Joe was one of the many people who participated in the survey. As a result he won a free registration. Joe also serves on the EFFE Committee. Thanks Joe, for your ongoing support of BCA.

## Survey Says.....

Over the next two weeks you will be receiving an e-mail announcing a survey being conducted by the BCA about people working in biocommunications. The survey will be conducted over the web. Those of you that were at the last annual meeting will recognize the format. It took less than three minutes to complete. This survey is not restricted to members of BCA. The last survey of this kind was taken in 1989. The nature of our work has changed. In 1989, the average person was "becoming computer literate working with word processing programs, spreadsheets, and databases." Color film processing was being sent out to local labs while black and white processing and printing was in house. It was another world compared to the way most of us work today.

Our goal is to develop a profile of the average individual working in biocommunications. BCA will use this information for planning future educational programs and meetings. Its your chance to provide input to the Association.

## How do I submit information to the BCA News?

BCA News is about you. It wants to reflect what is happening with BCA members at a chapter and individual level. If your chapter has a meeting coming up then send it to the news. If you have an exhibition, lecture, or seminar you want people to know about, send that along as well. You can direct your submissions to Charlene Baron at [charlene.baron@umassmed.edu](mailto:charlene.baron@umassmed.edu). We look forward to hearing from you.



ECMO  
Lou Davis,  
Will Wilner,  
Wake Forest,  
Award of  
Excellence  
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