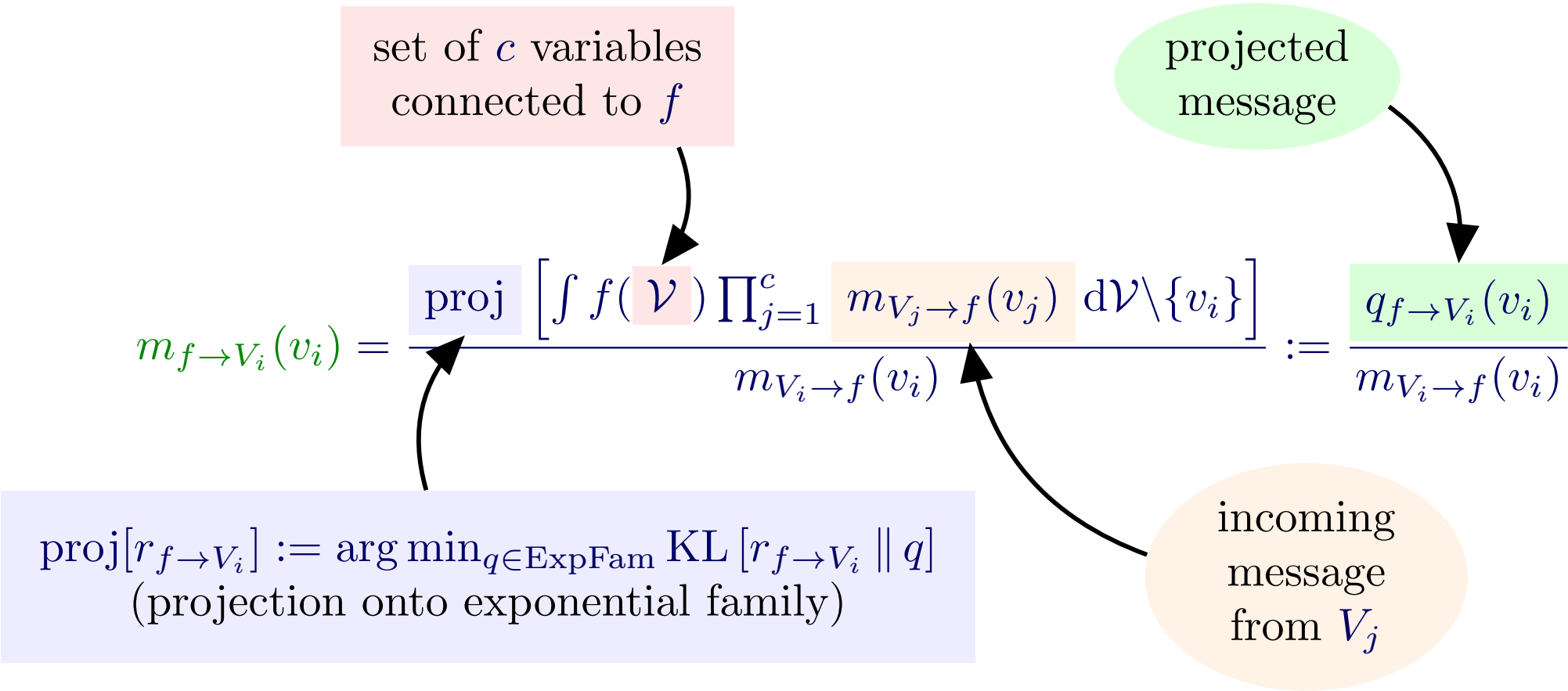
set of $c$ variables connected to $f$
projected message
$m_{f\to V_i}(v_i) = \dfrac{\text{proj}\left[\int f(\mathcal{V}) \prod_{j=1}^{c} m_{V_j\to f}(v_j)\, \mathrm{d}\mathcal{V}\backslash\{v_i\}\right]}{m_{V_i\to f}(v_i)} := \dfrac{q_{f\to V_i}(v_i)}{m_{V_i\to f}(v_i)}$
$\text{proj}[r_{f\to V_i}] := \arg\min_{q\in \text{ExpFam}} \text{KL}\left[r_{f\to V_i} \,\|\, q\right]$
(projection onto exponential family)
incoming message from $V_j$