

MME Record

Newsletter of the Media Management and Economics Division of AEJMC

Fall 1999

Number 27

MME members are dedicated to the Division

Ken Smith
University of Wyoming

As a former editorial writer, I find myself at a lack for words, and normally this would be discomforting.

In this case, my writer's block is a good sign because I can't write what would usually be written in this space.

Typically the division head uses the first column

following a convention to admonish members to get involved in division activities, to specify unfulfilled goals,

"...we're still looking for new ideas, new members, and new people to get involved..."

and to generally rally the troops.

After returning from New

Orleans, none of this appears necessary.

At our annual business meeting/social highlighted by a gourmet buffet at a French Quarter restaurant organized by John Bodle, MME Division members volunteered their time and efforts in impressive numbers.

This dedication

See Dedication on Page 3

Denver chosen as site of mid-year conference

Ken Smith
University of Wyoming

Denver is the site of a mid-year conference that the Media Management & Economics Division will co-sponsor with two other AEJMC divisions in February.

The Denver conference will take place Feb. 24-25 at the Sheraton Four Points Hotel, Denver Central. The MME Division will co-sponsor the conference with the Communication Technology & Policy and the Visual Communication Divisions.

Room rates for the conference have already been set at

\$59 single or double occupancy. The hotel operates a free shuttle for guests to the Denver International Airport.

The conference theme is, "The Media in the New Millenium: Technology, Images, Issues." The theme was

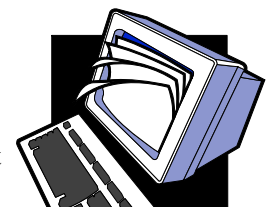
set to be inclusive enough to allow for a wide variety of paper submissions, especially given the diverse interests represented by the three sponsoring divisions.

A call for papers containing details of

the conference will be sent to all MME Division members in early November. The call for papers will specify the paper submission deadline, the registration fee, the conference theme, and information on reserving a room.

Reminder from the MME Webmaster:

Be sure to subscribe to the MME listserv at <http://www.miami.edu/com/mme/listserv.htm> so that you can receive announcements about the Media Management and Economics Division.



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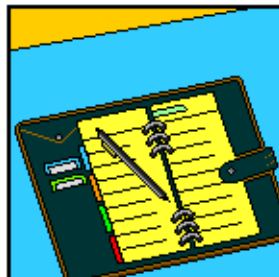
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Official Minutes of the 1999 MME Business meeting

*Jim Mueller
Pittsburg State University*

Minutes of the annual
business meeting
of the AEJMC
Media Manage-
ment and
Economics
Division, 6:15

p.m. Thurs-
day, Aug. 5,
1999. Presiding: Division Head
John Bodle, Middle Tennessee
State University.

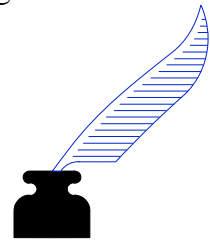
Attendance: 23.

Bodle presented the annual
report and noted that the
division's balance would be
about the same as last year.

PF&R Chair Hugh Fuller-
ton said the division had spon-
sored or co-sponsored seven
PF&R sessions and had a suc-
cessful convention from that
standpoint.

Bodle called attention to the
annual report for an update on
the division membership.

The report included a
demographic breakdown of
membership that showed 63
percent of the membership was
male and 37 percent was female.
African American membership
was 5 percent, Asian American
membership was 3 percent,
Caucasian membership was 79



See Minutes on Page 6

Dedication - Continued from page 1

begins with the executive committee, which this year includes:

- Vice Head Albert Greco
- Secretary Jim Mueller
- Webmaster Michel Dupagne
- Research Chair Alan Albarran
- Teaching Chair Ann Hollifield
- PF&R Chair Hugh Fullerton
- Paper Competition Chair Phil Napoli
- Graduate Student Liaison Gracie Lawson-Borders
- Past Head John Bodle.

Also volunteering to assist executive committee members were Joe Borrell, Randy Beam, Ken Killebrew, Earnest Perry, and Dane Claussen.

Many of the goals were also met. The primary goals in the past year were to increase research paper submissions and to explore increased research opportunities for division members.

Paper submissions jumped from 28 to 40, an increase of 43 percent. The division also co-sponsored a mid-year convention in Nashville, which many division members used as a forum to present their research.

For the coming year, we hope to build on these accom-

plishments.

Already a very affordable and accessible mid-year conference is planned for Denver in February (details can be found on Page 1 in this issue of *MME Record*).

The mechanisms are already in place to encourage a paper submission rate that equals this year's.

In addition to building on this foundation, our major

“The primary goals in the past year were to increase research paper submissions and to explore increased research opportunities for division members....For the coming year, we hope to build on these accomplishments.”

goal for the coming year is to increase the division's inclusivity. The groundwork has already been started.

In New Orleans, MME sponsored two sessions (with the Minorities & Communication Division and the Media & Disabilities Interest Group) that specifically addressed inclusivity issues. Our other panels addressed topics that attracted a great degree of interest from women and minorities.

We will continue with

these program priorities at the Phoenix convention.

As we continue to sponsor panels that appeal to people with diverse backgrounds, hopefully it will increase their interest in our division.

If I've left the impression we're coasting into Phoenix, it's misleading.

We have tried to prepare for the coming year (we are

management types after all!), but we're still looking for new ideas, new members, and new people to get involved.

If you have any directions that you would like to see the division take, any issues that need to be addressed, or any panels that should be placed on the

program, please contact one of the executive committee members.

This is your division, and while we are trying to head in the direction we believe the membership wants to take, your input will let us know if we're on the right track.

The entire executive committee looks forward to serving you in the coming year, and hopefully we can contribute to a very productive year for the MME membership.

The Transformation of the Radio Industry: 1985-1997

Editor's Note: This is the second in a series of bibliographies of interest to media management and economics researchers.

*Albert Greco
Fordham University*

While long considered the forgotten medium, researchers have again begun to study the economic structure of the radio industry. The following is a working bibliography for individuals interested in this dynamic broadcasting niche.

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To be continued in the Winter issue of MME Record

Logo selected for AEJMC 83rd Annual Convention

*Mike Kennedy
Pittsburg State University*

Elements of southwestern life were the theme of the designs created by the five finalists in the 1999 Association for Education in Journalism and Mass Communication Logo Competition coordinated by the Visual Communication Division.

The first-place logo was created by Holly Howard of the University of North Carolina, Chapel Hill. It will be used by the association in its literature about the August 2000 national convention in Phoenix.

Ray Wong, Middle Tennessee State University, Murfreesboro, is Vis Comm's Logo Competition Chair for the 2000 contest.



Minutes - Continued from page 1

percent, International membership was 11 percent, Latin membership was 1 percent and Native American membership was 1 percent.

Total division membership as of April 1999 was listed at 161, compared to 680 for the Newspaper Division—the largest in AEJMC.

“We’re not the largest, but we’re not the smallest,” Bodle said. “There’s room to grow. There’s a lot we can do.”

Fullerton noted that the division was quite active considering its size.

Paper Competition Chair Michel Dupagne announced that the division would need a new paper chair.

He said the job was a “very interesting experience” but that he had done it for three years and now wanted to devote his time to managing the division’s web site.

He encouraged other members to take the paper competition job. “This is a demanding but thrilling job,” Dupagne said. “The good news is I will give you free of charge a folder of email and diskette letters I sent out.”

Dupagne said the paper competition met all deadlines and that submissions were 40, which was a 43 percent increase over last year’s number of 28 submissions.

He reported that 21 papers were accepted for a 53 percent acceptance rate. In 1998, 14 papers had been accepted for a 50 percent acceptance rate. He thanked the judges for their work on the competition.

Newsletter Editor Jim Mueller reported that three newsletters had been published during the past year. The members discussed AEJMC’s evalua-

tion of the newsletter, which suggested it contained too much news of division business. Mueller noted he was attempting to add more articles on MME teaching and research and urged members to contribute articles. Mueller also thanked Fullerton for serving as interim newsletter editor for the fall edition while Mueller was making the transition from graduate school to full-time teaching.

The attendees then introduced themselves to the group. Bodle then officially turned over the meeting to the new division head, Ken Smith of the University of Wyoming.

“We don’t have a gavel, but here’s a pen,” Bodle said.

Smith acknowledged Bodle’s hard work for the division over the past year.

The meeting was then adjourned at about 8 p.m.

AEJMC Media Management and Economics Division Judges Needed

Philip Napoli
Fordham University

The Media Management and Economics Division is seeking judges to review papers for the 2000 AEJMC convention in Phoenix, Ariz. (August 9-12).

Papers will be sent to

judges shortly after the April 1 submission deadline. Judges will have three weeks to evaluate the papers and return their reviews. Each judge will receive no more than five papers.

If you would like to serve as a judge, please complete the

form below and e-mail it back to pnapoli@home.com. You can also mail it to:

Philip Napoli,
Graduate School of Business,
Fordham University,
113 W. 60th St.,
New York, NY 10023
or fax it to (212) 765-5573.

Please put an X mark next to the areas in which you have expertise or which you are interested in judging:

___: Advertising	___: Broadcasting	___: Business History
___: Economic Theory	___: Economics	___: Ethics
___: Film/Video	___: International	___: Magazine
___: Management	___: Management Theory	___: Newspaper
___: Organizational	___: Public Relations	___: Qualitative
___: Quantitative	___: Regulation/Policy	___: Telecommunications
___: Visual	___: Other (please specify) _____	

_____: I am interested in moderating a paper session.

_____: I am interested in being a discussant for a paper session.

Next please fill out the following information about yourself:

NAME: _____

TITLE: _____

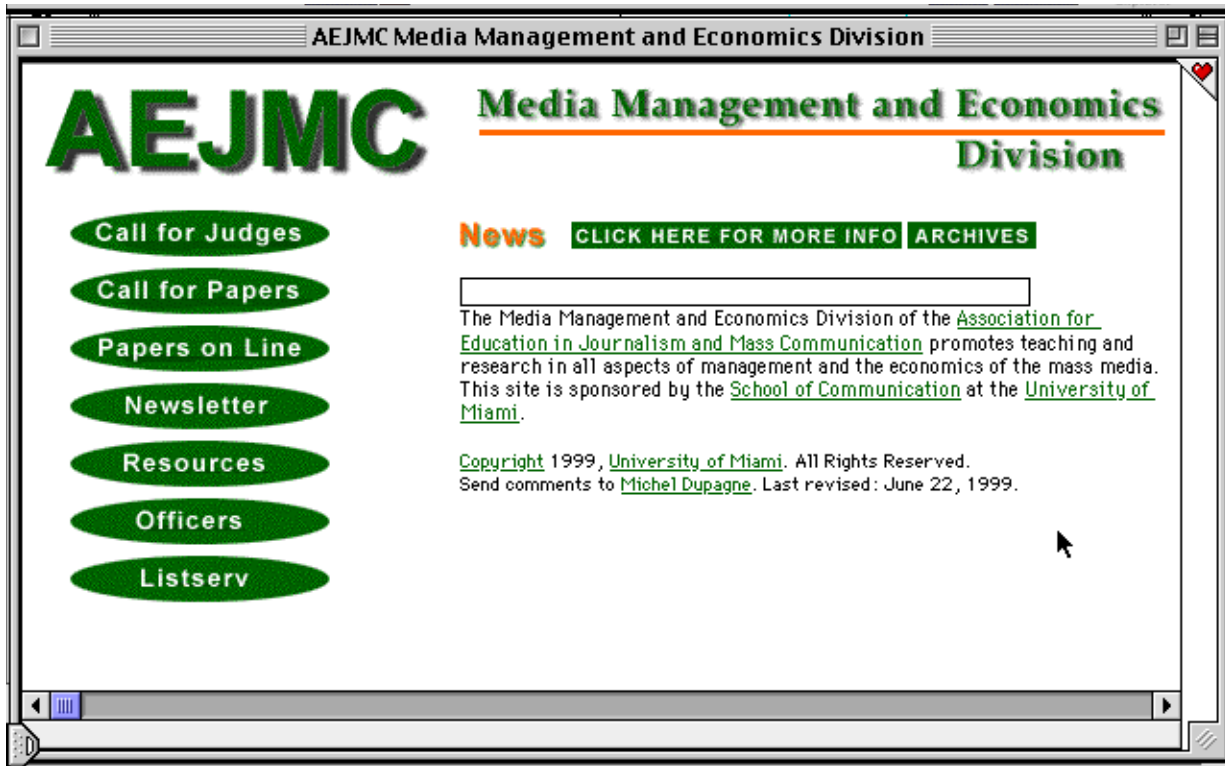
ADDRESS: _____

PHONE: _____

FAX: _____

E-MAIL: _____

***** Thank you for all your help*****



Visit the MME web site at <http://www.miami.edu/com/mme>

In July, collectively nine MME papers were downloaded 165 times. The summer 1999 newsletter was downloaded 37 times.