

# MME Record

Newsletter of the Media Management and Economics Division of AEJMC

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## Midwinter Conference scheduled for Feb. 9 & 10; Paper abstracts due to SMSU by Nov. 17

If you always wanted to see the bright lights of Broadway or gaze at the Statue of Liberty, now is your chance. The Midwinter Conference will be held Feb. 9 and 10 at Fordham University at Lincoln Center in Manhattan.

Four groups are participating in the conference: Media Management and Economics, Communication Technology and Policy, Radio-Television Journalism, and Religion and Media.

Each division will have two sessions during the conference and its own paper chair and call for papers. The call for papers for the MME division is listed below:

### Call for Papers

The AEJMC Media Management & Economics Division invites submissions of original research papers to be considered for presentation at the 2001 Midwinter Conference in New York City, Feb. 9 & 10.

#### Paper requirements:

\*Papers must be pertinent to the area of media management and economics.

\*A 250-word abstract, along with an outline, is due Friday, Nov. 17; this is not a "postmarked by" date, but the deadline for their arrival. The abstract and outline may be submitted by e-mail, fax, U.S. Postal Service, or a commercial express mail firm.

\*Identify the paper's author(s) on the title page only and include the mailing address, telephone number, and e-mail address of the author to whom inquiries about the submission should be addressed. Page(s) containing the abstract and outline must include the title but no other identifying information.

\*Send five typed or computer-printed copies of the title page, abstract and outline.

\*Sign and enclose the reproduction permission form that you receive in the mail with the call for papers.

\*Papers are accepted for peer review on the understanding that they are not already under review for

other conventions and that they have been submitted to only the MME Division. Papers accepted for the 2001 Midwinter Conference should not have been presented to other conferences, conventions or published in scholarly or trade journals prior to presentation at the 2001 Midwinter Conference.

\*Student papers compete on an equal footing in MME paper competitions.

\*At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.

\*Authors will be notified by approximately Dec. 14, whether their papers are accepted or not.

\*Completed papers must arrive by U.S. Postal Service or a commercial express mail carrier on or before Jan. 12, 2001. No completed papers will be accepted by e-mail or fax.

#### SEND ALL SUBMISSIONS TO:

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# MME division plans for 2000-2001

by *Al Greco*

## Dues increase to \$10; Student dues remain \$5

by *Cindy Price*

During the AEJMC meeting in Phoenix, MME members voted to increase the yearly dues from \$8 to \$10. Student dues will remain \$5.

Past Division Head Ken Smith said the budget is not in crisis, but it does not have much in reserve.

There are four sets of expenses: the newsletter; the yearly social at the AEJMC Convention;



plaques for paper award winners; and other convention expenses.

The newsletter cost about \$1000 a year, so a decision was made to have the newsletter available online. Members will receive an e-mail on the LISTSERV reminding them that the newsletter has been updated.

Over the years, the MME Division initiated a series of important teaching, research, and PF & R initiatives to help professors, graduate students and working professions understand the constantly shifting nature of our field. This past year, under the leadership of Ken Smith, the division was recognized by AEJMC for its work in teaching. The current group of volunteers who serve on the Executive Committee plan to build on these past successes.

Ann Hollifield worked with Sylvia Chan-Olmsted, Jim Mueller, Phil Napoli, Gracie Lawson-Borders, Peter Gade, Randy Beam and many other MME members to craft an exciting cluster of panels for the AEJMC Convention to be held in Washington, D.C., August 5-8, 2001. Ann, Sylvia, and George Daniels will attend the AEJMC midwinter meeting in Atlanta in December to discuss co-sponsorship with other AEJMC divisions and complete plans for Washington. Details about this final list of panels will be in a newsletter in late January. Hugh Fullerton will handle the paper competition for Washington and all submissions will be due by April 1. Hugh will have a call for papers in the future.

This year, MME will co-sponsor a Midwinter Conference in New York City. The dates are February 9 & 10, 2001 and Fordham University's Graduate School of Business Administration will host the event. Teaching, research, and PF & R papers and panels can be submitted. There will be eight sessions (each division will program two sessions); and trips can be arranged to a variety of NYC-based media companies. While registration is required, no registration fee will be charged! A list of nearby Lincoln Center hotels will be available in January. Page 1 has more information about the conference.

Our goals for 2000-2001 are to provide all members with useful and exciting programming at the Midwinter Conference and the Annual Convention and information about a myriad of teaching, research, and PF & R issues. We welcome comments and suggestions. Please use the MME LISTSERV to let us know what the division needs in the coming months and years.

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## Division votes to sponsor Barry L. Sherman Teaching Award

by *Ann Hollifield*

At the Division business meeting in Phoenix, members voted unanimously to name a division teaching award after Barry L. Sherman of the University of Georgia, who died suddenly in May.

Sherman, who was 47 at the time of his death, was best known as the director of the George Foster Peabody Awards for Excellence in Radio, Television and Cable. He was the author of a leading media management textbook, *Telecommunications Management*, and a frequent contributor to MME Division teaching panel sessions. Sherman also was known for his consulting work with media companies and for authoring industry guides and reference works on the telecommunications industry for Wall Street financial analysts.

At the University of Georgia where he held the Lambdin Kay Professorship, Sherman was instrumental in helping to start the Michael J. Faherty Broadcast Management Laboratory, a telecommunications research

and teaching facility in the Department of Telecommunications, and the Dowden Center for New Media Studies.

MME Program Chair Ann Hollifield of the University of Georgia, Teaching Chair Sylvia Chan-Olmsted of the University of Florida, Teaching Vice Chair Randy Beam of Indiana University, and Named Awards Chair Alan Albarran of the University of North Texas will decide the basis for which the recipient of Barry L. Sherman Award for outstanding contributions to instruction in media management and economics will be chosen. They welcome all ideas and suggestions on how the award should be administered. Please e-mail your ideas to committee members at the e-mail addresses listed on page 3.

The first recipient of the Barry L. Sherman Teaching Award will be announced at Division business meeting at the 2001 AEJMC conference in Washington, D.C.

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# MME Division named tops in teaching activities

by Ken Smith

For the first time ever, the Media Management & Economics Division was named the best among AEJMC's 28 divisions and interest groups for its teaching activities during the 1999-2000 academic year.

The award was presented at the AEJMC convention in Phoenix at the organization's general business meeting Aug. 11.

AEJMC presents three awards annually, one for research activities, one for professional freedom and responsibility activities, and one for teaching activities. The criteria used in selecting the winner is the information provided in each division's annual report.

The criteria for the teaching award include curriculum, leadership, course content and teaching methods, and assessment. The MME Division met these criteria through its programming at the Phoenix conference and the midwinter conference in Denver, through the teaching and bibliographical materials that it posted on the Division's web site, and through newsletter articles on teaching.

Teaching activities during the past year were organized by MME Division Teaching Chair Ann Hollifield. Hollifield also wrote the summary of teaching activities for the annual report.

A copy of this year's annual report can be found on the Division web site at [www.miami.edu/com/mme/index.htm](http://www.miami.edu/com/mme/index.htm).



## Panel sessions to be determined Dec. 1 & 2

by Cindy Price and Ann Hollifield

Program planning for AEJMC 2001 in Washington, D.C. already is well under way. Ann Hollifield, Sylvia Chan Olmsted and George Daniels will represent MME during the Council of Divisions Meeting on Dec. 1 and 2 in Atlanta.

The theme of next year's conference is "Bringing in the Outs: Toward Inclusivity and Democracy." The conference site in Washington, D.C. should give us access to top media figures and policy makers, providing opportunities to develop an outstanding slate of sessions.

Proposals for Research, Teaching, Professional Freedom and Responsibility (PF&R) panels, and for off-site and mini-plenary sessions were submitted to Hollifield in late September.

Panel selections and possible co-sponsors will be determined at the Council of Divisions Meeting. During this time, selections of time slots for paper presentations will also be made.

Look for more information about MME panel sessions and for an explanation about the time slot selection process from Ann in future newsletters.

## Congratulations to AEJMC award winners!

Mary Alice Shaver Award for best student paper

Myung-Hyun Kang, Michigan State University

2nd place--Jaemin Jung, University of Florida

3rd place--George Daniels, University of Georgia

Stephen Lacy Award for best faculty paper

Peter Gade, University of Oklahoma

2nd place--Sylvia Chan Olmsted and Jack C.C. Li, University of Florida

3rd place--Hugh Fullerton, Sam Houston State University

Robert Picard Award for best published work

David Waterman and Michael Zhaoxu Yan, University of Indiana