

MME *Record*

Newsletter of the Media Management and Economics Division of AEJMC

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Panel suggestions for Kansas City due Oct. 4

by *Randy Beam, Division Vice Head*

The Media Management & Economics Division is seeking proposals for panels on teaching, research and professional freedom and responsibility for the 2003 annual convention in Kansas City. The Division also invites off-site and mini-plenary proposals. The deadline for these proposals is Friday, Oct. 4.

The Division welcomes proposals on all topics that relate to media management and economics.

Examples that might be appropriate include:

- Tensions between the social and economic goals of media organizations.
- Innovative approaches to teaching media management and economics.
- The evolving regulatory philosophy of the FCC and its effect on U.S. media industries.
- The economics of online journalism.

Again, the Division welcomes proposals on these and any other topics of interest to those who teach and do research on media management and economics.

Co-sponsorships increase our Division's chance to schedule sessions during prime time slots and to reach out to other AEJMC members to increase our membership. For each panel, please identify other AEJMC divisions or interest groups that might be co-sponsors.

The MME Executive Board Panel will review panel proposals and rank them prior to the Council of

Divisions meeting, which is in Palo Alto, Calif., in early December. The final convention program is negotiated at that meeting. The convention dates are July 30 to Aug. 2, 2003.

Panel Proposal Format

Please use the template on the MME web site to prepare for your panel proposals. The template includes the following components:

1. Type of Panel (indicate the theme as teaching, research or professional freedom & responsibility)
2. Title
3. Possible Panelists (list both names and affiliations)
4. Panel Description
5. Possible Panel Co-sponsors
6. Panel Contact: (list the contact person and his/her mail/e-mail address and telephone number)

Panel Proposal Submission

Please send a copy of your panel proposal in both hard copy AND electronic copy (using the template) by Oct. 4, 2002, to:

Randy Beam

School of Journalism

Indiana University

Bloomington, IN 47405-7108

E-mail: rabeam@indiana.edu (you may e-mail the electronic copy, as an attachment, to this address).

MME members receive special discount on Journal

The International Journal on Media Management (JMM) is offering a substantial discount on the regular subscription rate to all individual and institutional members of the MME division.

- 50% discount for individual subscription to print issue: \$32 + postage (regular individual price of \$64);
- all institutional subscribers (\$300 + postage) will receive all back issues of JMM to create a library archive.

If you or your institution is interested in this offer please send your name and affiliation indicating subscription type (individual or institutional) to: media.editors@netacademy.org (Attn: Bozena I. Mierzejewska).

Also available through the NetAcademy is the online conference calendar at www.media-management.org where users can check forthcoming events.



MME's largest membership, successful panels in Miami

by Sylvia Chan-Olmsted, Division Head

The MME Division concluded its 2002 AEJMC convention in Miami with the largest numbers of members (199) and business meeting attendees in its history. The division participated in a pre-convention workshop on covering crime and sponsored nine panels on managing disasters, media management in diverse markets, Wall Street's impacts on news rooms, Spanish media markets, new audience measurement technologies, media and terrorism, effects of media on economy, teaching across cultures, and media sales and management internships. Eighteen refereed papers were presented in four research sessions and one poster session. The division also elected its new executive board members, launched new initiatives in its business and executive committee meetings, and awarded the excellence of its members' achievement during the year.



Sylvia Chan-Olmsted of Florida was named recipient of Sherman Teaching Award

The division addressed a variety of management and economic issues in its 2002 conference in Miami. The panels featured an impressive list of nationally recognized industry practitioners including Roberto Suarez, former publisher of El Nuevo Herald and president of The Miami Herald; Dick Spooner, Founder and Executive Vice President, ADcom; Ken Wollenberg, Senior Vice President, Strategic and Business Development,

Nielsen Media Research; Michol Klabo, Internship Director, Clear Channel Communications, Miami; David Landsberg, Vice President Advertising, Miami Herald Publishing; Roger Simpson, Director, DART Center, Washington; Joyce Reed, VP Strategic Operations, KWTV, Oklahoma City; and Bryan Norcross, Director of Meteorology, WFOR-TV, Miami. Many researchers and issue leaders also participated in these panels, which contributed to the excellent attendance through out the conference.

The division co-sponsored panels with eight different divisions, drawing many non-MME AEJMC members from Newspaper, Advertising, Communication Technology and Policy, and

Radio/Television Journalism. Other highlights of the division's program include a lively discussion on media responsibilities and issues of coordinating with governmental agencies in times of natural disasters such as hurricanes, insightful reviews on the dynamic relationship between news and media ownership and media executives' compensation systems, the interesting history of starting El Nuevo Herald, and the critical economic issues surrounding today's audience measurement technologies. Thanks go to all of those who had a part in organizing MME's panels and research sessions: Ann Hollifield, Randy Beam, Hugh Fullerton, Mary Alice Shaver, Phil Napoli, and Jerry Condra.

MME members voted for the 2002-2003 slate of exec board members at the 2002 annual business meeting. (The list of officers is on page ?). More members of the division are enthusiastic in being active and volunteering for leadership responsibilities. The division is grateful for the support of its members and plans to undertake a number of new initiatives to better serve its members.

The division named Sylvia Chan-Olmsted of University of Florida the second recipient of the Barry Sherman Teaching Award for excellence in media management and economics instruction. The Picard Award, honoring the year's top publication in the field of media management and economics, went to David Croteau and William Hoynes for their book, *The Business of Media: Corporate Media and the Public Interest*. The division also presented its Past MME Division Head Award to Al Greco.

Continuing its tradition in honoring excellent scholarship, the division presented award plaques to its top three paper winners in both the open and student paper competition categories. The 2002 Shaver Award (top student paper) went to Daphne Landers of the University of Florida. The second place student paper went to Allison Morgan of Middle Tennessee State University, and the third place student paper award went to Bryan Greenberg from Syracuse University. For the open category, the Lacy Award (**Miami cont. next page**)



Miami (cont.)

(top faculty/open category paper) went to Sylvia Chan-Olmsted and Byeng-Hee Chang of Florida. The second place faculty/open category paper award went to Fred Schiff and Jefferson Gaskin of Houston, and the third place faculty/open category paper award went to Tae-II and Glen Cameron of Missouri.

In other division business, MME's budget is in good shape with a balance of \$1,718 largely due to the cost-saving move to online division newsletters. There were only two major expenses this year, the midwinter meeting and convention award plaques.

The division considered a proposal to sponsor an online journal and discussed the survey results addressing the journal possibility. After a discussion about the resources and commitment required for launching a journal, the members felt that it is not feasible at this time and voted to table the proposal. The proposal will be revisited every other year.

The division also approved of changing Sherman and Picard Awards to an "as deserved" basis instead of an annual basis and moving the responsibility of handling these awards to the named awards committee to streamline the process.

Bozena I. Mierzejewska from the International Journal on Media Management offered discounted subscriptions to MME members. (See story on page 1). Finally, the division voted to include an industry audience research summit in MME's annual convention activities as a pre-convention session.

The division also started a list of initiatives aiming to improve executive board members' accountability and performance, documenting the history and

operation of the division, sharing research resources/ideas, developing a research support forum, and internationalizing the division. The division will begin a history-archive project, create a newsletter archive, describe the Division's history with interviews of founding members, and compile all division reports, award guidelines, bylaws, etc.

The division will continue to construct a comprehensive bibliography in media management and



MME Division paper winners and presenters are: Fred Schiff, Allison Morgan, Daphne Landers, Mary Alice Shaver, Stephen Lacy, Bryan Greenberg and Sylvia Chan-Olmsted

economics, especially in response to numerous inquiries of such a list from scholars outside of the United States. To encourage mentorship, the division will establish a young scholar program that matches graduate students and young scholars with MME members who have had more experience in research and teaching in this field. The division will also start a research support forum via listserv for members who would like to share ideas and engage in dialogue that would support one another's research endeavors.

The MME Division will step up its efforts in internationalizing the division. Approximately 20% of its members are based outside of the

U.S. and the division has received numerous inquiries on MME research and curriculum from scholars and teachers around the world. The division will initiate plans to encourage more international participation through membership recruitment in international conferences, panels addressing international issues and involving speakers from outside of the U.S., and marketing efforts to increase overseas conference attendees. Our international

service and outreach chair will begin immediately to promote the MME Division and AEJMC

conference at international

conferences and send greetings to international members.

While MME membership increased by an unprecedented 27% last year, the division has ambitious plans to continue this growth by increasing its marketing efforts aimed at members of other organizations such as ICA and NCA. Our membership service and recruitment, and paper competition marketing chairs are working together to create flyers, e-mail lists and other activities to raise the division's visibility.

Finally, the MME division is in discussion with three other divisions to hold a Midwinter Convention in February 2002. Details of the convention are still being developed.

Question sparks listserv discussion about management courses

by Jerry Condra, *Teaching Standards Committee Chair*

It all started on a quiet Sunday afternoon. There wasn't much conversation on the MME listserv, but Mara Einstein of Queens College tapped out the request on her computer. She was looking for a media management textbook and couldn't find what she needed. Would other listserv users help her find the right book? She added that her student's lack of information on broadcasting career options outside of news and production and clicked on "send."

"We don't want our grads after five years saying, 'What next? All I've been trained to do is be a reporter or copy editor?'"

One question was, Should undergraduates be offered media management courses? It was observed that most will serve in entry-level positions with no management responsibilities for several years after graduation. One respondent suggested that because graduates have little experience in dealing with managers and supervisors knowing what constitutes good management would help them respond more appropriately to managers, particularly when they are not very good managers. In the words of this respondent, "We don't want our grads after five years saying, 'What next? All I've been trained to do is be a reporter or copy editor?'" He concludes, "Our belief is that if we are going to train future media leaders they need to be thinking larger than entry level positions by the time they get their undergraduate degree."

A third listserv reader responded, "It's my opinion that there really are not media management courses at the undergraduate level. Most of the courses are better described as basic media business courses, which are designed to introduce commercial aspects of media operations, to develop some understanding of organizations, to link the ideas of audiences and advertising, and to introduce concepts such as planning and budgeting." Another said "revisiting the definition of

The issues that Mara brought up obviously resonated with her colleagues, because her message quickly ignited a wide-ranging listserv discussion of media management course content, broadcasting curriculum and teaching methods.

media management is important. What truly falls under media management in the era of convergence?"

Other suggestions were that interdisciplinary master's programs be offered with business or management departments; that curriculum input be sought from those presently involved in undergraduate, master's, and doctoral programs; and that multiple management programs be examined for "a great deal of overlap and, in many cases, far less rigor than in courses in business or management programs."

Listserv readers also suggested that the MME Division sponsor panels on these topics, sponsor a half day workshop on these issues at the 2003 Kansas City Convention, and create a media management clearing house on the MME Listserv for media business case studies. It was suggested that teaching methods, textbooks, teaching tools, and assessment be included in future panels. Assessment is one of the top priorities for the division. "What do we want the student to know at the end of the course?" is a basic element of this conversation.

This discourse started with a subject line that read "Management textbook," developed into "Management courses," and evolved into "Panel proposals." This is obviously an important teaching issue that is ripe for investigation and has many facets. What better place to further the debate and report your research results than the AEJMC 2003 Convention at Kansas City?

It's not too late to submit a panel proposal. Go to the MME web site at www.miami.edu/com/mme/listserv.htm and click on "Panel proposals." There's even a template already prepared for you (Click on the word "template"). Please send a copy of your panel proposal in both hard copy AND electronic copy (using the template) by **October 4, 2002**, to Randy Beam, School of Journalism, Indiana University, Bloomington, IN 47405-7108.

"Revisiting the definition of media management is important. What truly falls under media management in the era of convergence?"

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