
MME *Record*

Newsletter of the Media Management and Economics Division of AEJMC

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Toronto in Review

By Marianne Barrett, Arizona State

The Media Management and Economics Division had a terrific Toronto convention and was the lead or sole sponsor for 11 convention sessions and a secondary co-sponsor of four other sessions. Mergers and acquisitions in media industries, trends in research on the political economy of media, and the challenges of converged newsrooms were among the topics covered by the division's sessions. Twenty-two refereed papers were presented in four research sessions and one poster session. One of



the highlights of the convention was the mini-plenary on which MME took the lead and worked with the International, RTVJ and Communication Technology and Policy divisions to successfully combine four proposals. The mini-plenary entitled "Convergence Comes to Canada" was organized by Jerry Condra and included a mix of industry and academic panelists. The division also co-sponsored panels with the Council of Affiliates, the Graduate Education Interest Group, and the Mass Communication and Society division. These co-sponsorships drew many non-MME AEJMC members from these and other divisions.

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Thinking about PF&R

Todd Chambers, PF&R Chair

All of the ingredients are in place for the AEJMC convention in San Antonio to provide valuable insight into a variety of professional freedom and responsibility issues. Events such as the Sinclair Broadcast Group's decision to order its stations to air a portion of a documentary critical of John Kerry or Clear Channel Communications' expansion into Spanish-language radio highlight the need for media management and economics scholars to consider the five areas of professional freedom and responsibility when evaluating media organizations and/or industries.



The subject areas of professional freedom and responsibility include: free expression, ethics, media criticism and accountability, racial, gender and cultural inclusiveness, and public service. Each of these areas can provide scholars with numerous opportunities to use scholarship to help the industry deal with a variety of issues and problems as well as expand the theoretical development in the areas of media management and media economics.

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PF&R

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The media mix of the San Antonio market could provide several different types of research topics related to management or economics. Probably best known as home to the headquarters of both Clear Channel Communications and SBC Communications, this growing and culturally diverse market also features media outlets from several of the nation's largest media companies. Time Warner, Hearst, Univision, Post-Newsweek, Infinity, Sinclair and Cox have at least one or more cable, broadcast television, radio, newspaper and/or Internet properties in the market.

From case studies examining the free speech implications of corporate directives about news programming to analyses of market structure, conduct and performance, media scholars have opportunities to apply theory to practical situations. Sometimes it seems that some of the areas of professional freedom and responsibility are easier to consider than others. However, if recent trends continue, more panel and paper sessions will deal with the PF&R subject areas related to racial, gender and cultural inclusiveness, ethics and public service.

As more companies expand into the Hispanic media marketplace, issues related to organizational communication and leadership will be important considerations when dealing with companies merging English-language and Spanish-language media properties. The recent controversies related to the reporting of newspaper circulation highlights the need to explore the pressures of balancing advertisers and audiences. Finally, it appears that more dialogue is needed between the academic world and the industry marketplace to generate awareness and educational opportunities about the practical nature of media management and economics research.

As the deadlines approach for the AEJMC Midwinter Conference and next summer's convention, scholars and educators might review the subject areas of professional freedom and responsibility. More details are available at the AEJMC website (<http://www.aejmc.org/about/PF&R.html>).

Time to Nominate

Division Book and Teaching Awards

Nominations are being sought for both the Robert Picard Award for the most outstanding book or monograph published in the past year and for the Barry Sherman teaching award for an outstanding educator in media management and economics. Nominations will be accepted through April 15.

All members are encouraged to pass along information on these prestigious awards to authors and publishers or administrators who may nominate deserving faculty. Full details will be published in the next newsletter or may be requested from Prof. Jim Eggenesperger, chair of the named awards competition: jeggenesperger@iona.edu.

The awards will be presented during the Media Management and Economics Division meeting at San Antonio during the AEJMC annual meeting.

Convention Highlights

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For the third consecutive year, the division also sponsored a pre-conference workshop on teaching audience research that was coordinated by Louisa Ha of Bowling Green and Gary Corbitt, Research Director for the Post-Newsweek stations and sponsored by the National Association of Broadcasters. Attendees at the session received a certificate of attendance issued jointly by the MME division and the NAB. About 100 people registered for the workshop and approximately 40 attended. The workshop presentations have been posted on the MME division web site.

The programming with which the division was involved attracted almost 200 convention-goers and featured nearly 50 presenters representing a wide cross-section of perspectives. Industry practitioners who participated in division sessions include Arnold Amber of the Canadian Newspaper Guild, Kirk LaPointe of the *Vancouver Sun*, David Underhill of the Tribune Group, Steven Geimann, Bloomberg/Washington, Henry Freeman, Gannett Newspapers and Sylvia Stead of the *Globe and Mail*.

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Convention Highlights

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Thanks go to all of those who had a part in organizing MME's panels and research sessions: Peter Gade, Mike Wirth, Leslie-Jean Thornton, Jim Eggensperger, Fred Schiff and Randy Beam.

At its members' meeting the division elected its new executive board members, presented its top faculty and student paper awards and recognized Phil Napoli with the Robert Picard Award for his book, *Audience Economics: Media Institutions and the Audience Marketplace* (Columbia University Press, 2003).

The division also welcomed numerous new members, discussed updating and revising its By-laws and ways to improve the awards nomination process and voted to offer graduate students free membership in the division. The division's regular dues for 2004-05 remain at \$10.00. MME is in excellent financial shape thanks to the strong leadership of outgoing head, Randy Beam and immediate past head, Sylvia Chan-Olmsted and the decision several years ago to move to paperless newsletter distribution. As of September 2004, the division had 187 members and a balance of just over \$3,500. There were only two major expenses this year, the midwinter meeting and convention award plaques.

Student Research Award Winners

As part of its commitment to honoring high-quality scholarship, the division presented award plaques to its top three paper winners in both the open and student paper competition categories. The 2004 Shaver Award (top student paper) went to Tad Odell of the University of Oregon. The second place student paper went to Daphne Landers of the University of Florida, and the third place student paper award went to Byeng-Hee Chang and Eyun-Jung Ki, also of the University of Florida.



Daphne Landers (Florida) accepts the 2nd place award



2004 Shaver Award went to Tad Odell (Oregon).



Byeng-Hee Chang and Eyun-Jung Ki (both Florida) take home 3rd place.

Open Category Research Award Winners

For the open category, the Lacy Award (top faculty/open category paper) went to John Dimmick and Tao Wang of Ohio State University. The second place faculty/open category paper award went to Hugh Martin of the University of Georgia, and the third place faculty/open category paper award went to Susan Keith of Rutgers.



Top paper winner John Dimmick (Ohio State)



Second place went to Hugh Martin (Georgia)



Susan Keith (Rutgers) took home 3rd

Division Goals for 2004-2005

Finally, to continue its service to its members, the Division outlined several goals for 2004-05. These include:

- 1.) Increasing the submissions to the annual research paper competition from about 30 to 35 papers per year. Leslie-Jean Thornton has been actively marketing the division's paper competition to both MME and AEJMC members and will continue to do so in the coming year.
- 2.) Examining the system for obtaining nominations for and selecting the recipients of the non-paper named awards. Jim Eggenesperger of Iona has agreed to continue serving as the named awards chair and will be soliciting ideas for obtaining nominations.
- 3.) Increasing outreach and promoting the division to international members. This continuing effort, spearheaded by Bozena Mierzejewska has yielded several international members.
- 4.) Developing a strong convention program that provides a balance among teaching, research and PF&R sessions and that meets the needs of the Division members. Peter Gade is serving as Vice Head/Program Chair for 2004-05 and received almost 25 panel proposals. Several of these were forwarded to AEJMC for consideration for inclusion in the 2005 Convention Program and Peter is in the process of negotiating co-sponsorships.
- 5.) Continuing to participate in a joint midwinter conference. Planning is underway for the 2005 Midwinter Conference that will be hosted by Kennesaw State University. The participating divisions and interest groups are Civic Journalism, Communication Technology & Policy, Media Management and Economics, Cultural and Critical Studies, Mass communication and Society, Visual Communication, and the Entertainment Studies and Graduate Education Interest Groups. Sue Westcott Alessandri of Syracuse is the MME Midwinter Chair.
- 6.) Reviewing the Division's pre-convention programming and revising that programming if appropriate. At the 2004 Members' Meeting, the pre-convention workshop was a topic of discussion. In lieu of a fourth audience research workshop, members elected to investigate the possibility of having a workshop that would take advantage of the 2005 San Antonio convention site and host a workshop that would introduce participants to the intricacies of buying and selling broadcast properties. Jerry Condra of SUNY-Oswego proposed and is coordinating the 2005 pre-convention workshop.

As always, the division is appreciative of all those who serve on its executive board and as members. If there are any issues/topics that you feel the division should address, please let us know. Have a great year and we'll see you in San Antonio.

Calls and Notes

International Conference

Papers are solicited for an international conference, "**Challenges at the Top: Leadership in Media Organizations**" to be held at Jönköping International Business School, Jönköping University, Sweden, 30 September-1 October 2005. The conference is sponsored by the Media Management and Transformation Centre at Jönköping International Business School, Europe's Premier Centre for media business studies.

Invited speakers include: Pablo Boczkowski, Sloan School of Management, Massachusetts Institute of Technology; Alex S. Jones, Joan Shorenstein Center on the Press, Politics and Public Policy, Harvard University; Lucy Küng, Media and Communication Management Institute, University of St. Gallen; Christian S. Nissen, Director General, DR (Danish Broadcasting Corp.)

The conference will address media company leadership from multiple perspectives. Papers related to the conference theme are sought. Paper proposals employing theoretical, empirical, and practice-oriented perspectives are welcome. Proposals (100 word abstracts) should be submitted by December 10, 2004. Submit proposals to:

Dr. Cinzia dal Zotto, Research Manager
Media Management and Transformation Centre
Jönköping International Business School
Jönköping University
P.O. Box 1026
551 11 Jönköping, Sweden
or by e-mail to: cinzia.dalzotto@ihh.hj.se

Journal of Media Business Studies

The second issue of the new journal, *Journal of Media Business Studies* has been published. Its contents are:

- Lightening the Load: An Exploratory Analysis of Divestiture Strategies of Major Media Firms Daphne Eileen Landers
- Consumer Magazine Subscription: The Roles of Customer Satisfaction and Content Quality George Tsourvakas, Kostas Agas, Athina Zotos, and Andreas Vealis
- Consumer Evaluations of Cable Network Brand Extensions: A Case Study of Discovery Channels. Byeng-Hee Chang, Jiyang Bae, and Seung-Eun Lee

For more information, visit the journal web site: www.jombs.com

National Cable Telecommunications Association

The Magness Institute invites original research in cable and telecommunications, in all areas including (but not limited to): economics, law/policy, engineering/technology, finance, audience studies, social effects, history, marketing, management, programming and international. Student as well as faculty papers are welcome submissions of abstracts with 400 words or more will be peer reviewed.

Abstracts should include the following components:

- a. Topic introduction and scholarly purpose or perspective.
- b. Preliminary literature review.
- c. Research questions and methodology.
- d. Data description (if applicable) and insights from preliminary results.

Once an abstract is accepted, a full manuscript must be submitted one week before the seminar. Accepted papers will be presented during a research paper/panel session at the 14th Annual Academic Seminar at the NCTA Convention in San Francisco on April 2, 2005.

Submit abstracts via E-mail to Sylvia Chan-Olmsted at the University of Florida, chanolmsted@jou.ufl.edu, no later than February 1, 2005.

Additional Information is available from April Lind, Program Coordinator, The Magness Institute, The Cable Center 303/871-4813, www.cablecenter.org

International Journal of Media Management

The International Journal on Media Management (JMM) publishes original research and scholarship on the dramatic changes in the media and communications industries. The content is both interdisciplinary, combining a number of different academic disciplines (strategy, media technology, marketing, finance, media studies, etc.) and multisectoral, exploring the interrelationship between developments in related industries. JMM Vol.7/ 3&4 is open for submission. We welcome articles for both Focus Theme section and General Research section.

Focus Theme: Researching Global Media Conglomerates
Guest Editor: Prof. Alan Albarran, University of North Texas

Please submit the manuscript to:

mdia.editors@netacademy.org.

Instructions for contributors can be found at

<http://www.mediajournal.org/files/cms/6.php>

Submission deadline: December 15, 2004

Acceptance decision: February 2005

Date of publication: Autumn 2005

For more information:

<http://www.mediajournal.org/modules/issue/view.php?id=23#>

MEDIA MANAGEMENT & ECONOMICS DIVISION

Call for Paper Abstracts and Panel Proposals

AEJMC Midwinter Conference
February 11-12, 2005
Kennesaw State University

WHEN: February 11-12, 2005
WHERE: Kennesaw State University
Kennesaw, Georgia (20 miles north of Atlanta)

SUBMISSION REQUIREMENTS: Authors are invited to submit research paper abstracts or panel proposals to be considered for presentation at the 2005 AEJMC mid-winter conference. *Submissions can address any aspect of media management, and may include works in progress. Work that addresses both media management and issues of interest to other participating co-sponsors* is encouraged. Graduate student submissions are strongly encouraged. Here are some specific guidelines for submission:*

1. All Media Management & Economics proposals must be submitted by **December 20, 2003**. Send proposals to me via e-mail at swalessa@syrr.edu. Please send as a Microsoft Word or Adobe Acrobat PDF attachment.
2. Research paper or panel proposals should include a 300- to 500-word abstract. In addition, each panel proposal should include a list of potential panelists.
3. Identify the paper's author(s) or panel's organizer(s) on the title page only and include the mailing address, telephone number and e-mail address of a contact person. The title should be printed as a running head on each page of text, as well as on the title page.

RESERVATIONS: Further details on registering for the conference, registering for pre-conference events, housing and traveling to the conference will be available at <https://webspace.utexas.edu/mark43/www/>

***OTHER PARTICIPATING DIVISIONS/INTEREST GROUPS:** Communication Technology & Policy, Cultural and Critical Studies, Mass Communication & Society, Visual Communication, Civic Journalism, Entertainment Studies, and Graduate Education Interest Group.

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