
MME Record

Newsletter of the Media Management and Economics Division of AEJMC.

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MME's AEJMC program provocative, well-attended San Antonio convention review

By Peter Gade
2005-06 division head

The conference room was full, and for most of the session, convention goers lingered in the hallway attempting to hear the discussion. At times, the tension in the room was palatable.

How can radio stations create news programming that reflects a local knowledge and flair when the news is produced several hundred miles away? Can regional program directors be expected to know the dozens (or hundreds) of communities they serve? How dumb does a station appear when its weather forecast, also produced hundreds of miles away, calls for sunny skies, but it's raining outside and the local radio is powerless to update or revise the forecast in a timely fashion? How have the economies of scale that radio giant Clear Channel Communications enjoys impacted the radio industry? Is the radio industry being dehumanized in a wave of corporate consolidation?

These were just a few of the questions fielded by Clear Channel corporate executives Mark Mays and John Hogan during the "Meeting the Leaders of a Media Giant" session at the San Antonio convention. In terms of attendance, this session was clearly the highlight of MME's convention program. MME's Jerry Condra organized and moderated the session, which was co-sponsored by the Radio-Television Journalism division. Scholars from both divisions joined Mays and Hogan on the panel.

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Clear Channel executives Mark Mays (foreground) and John Hogan speak to MME in San Antonio.

Top Paper Winners Congratulated

This year 44 papers were entered into the division's research paper competition – up 19 percent. Forty-one judges helped select the papers for presentation and the division had a respectable 50 percent acceptance ratio.

Stephen Lacy (Michigan State) presented the awards for faculty papers.



Goro Oba and Sylvia Chan-Olmstead (both Florida) took the first place faculty award for their paper, “Self Sufficiency or Market Transaction? Vertical integration in the U.S. Television Syndication Market.”



Louisa Ha and Lisa Marshall (both Bowling Green) shared the second-place faculty paper with their paper, “Determinates of Cable Program Diversity.”



Lisa Marshall (Bowling Green)

Tim Vos (Seton Hall) wrote the third place faculty paper, “Laws of the Marketplace of a Market Culture? The Place of Markets in Explaining the Origins of Political Broadcasting Policy.”

Student paper competition winners included Steve Hallock (Ohio) for his first place paper, “Metroplex Newspapers: A Different Kind of Organization”, and Jae Eun Chung (Indiana) for the second place paper, “Television Program Trade in East Asia.”



Rita Colistra (North Carolina) is pictured below accepting the third place student paper award for her project, “Strengths and Success in the Weekly newspaper Industry: A Theoretical Model of Ownership and Resource Partitioning.”

More than 2,000 research papers from past AEJMC conventions are available online. The papers on the site go back to the 1993 convention. Papers are only available if the authors gave permission for online dissemination and provided the paper on disk.

The papers are on a website at Michigan State University where they are being stored. Visit that site at <http://list.msu.edu/archives/aejmc.html>

Paper deadline for next year's conference is April 1st, 2006. The conference is scheduled for The Marriott San Francisco, August 2-5, 2006.

San Antonio convention review

Continued from page one

This was far from the only provocative and well-attended MME session at the convention. MME co-sponsored "The Latino Media" mini-plenary session that included a blue-ribbon panel of Latino media executives and journalists. The session focused on the growth and opportunities for media targeted at the Latino market, understanding the Latino audience, and the shortcomings of traditional mass media in identifying and serving the fastest growing minority in the U.S.

Beyond this, MME's co-sponsored research session on convergence drew a good crowd that produced an interesting discussion on the difficulty of studying convergence because it comes in many forms and still lacks a clear (and agreed upon) definition. Our co-sponsored "Mergers and Acquisitions" panel reported the ongoing work of the division's Bibliography Committee, headed by Fred Schiff. MME's co-sponsored teaching panel, "Management Consulting as an Alternative Career" drew an intrigued group of graduate students, and even a few faculty, who inquired about the mundane (How do I decide how much to charge?) and complex (How do you consider corporate economic goals in relation to personnel and organizational issues?). And, for the fourth consecutive year, MME sponsored a pre-convention workshop, this year's titled "The Buying and Selling of Media Properties," which drew about 30 people to hear a strong panel of executives and brokers discuss strategies, trends and deal execution in the media marketplace.

Overall, MME participated in 13 convention sessions, including our own panel highlighting trends in MME research, six co-sponsored panels, four research paper sessions, a scholar-to-scholar session and the pre-convention workshop. And we did this in a year in which we "lost" a programming chip. (Because of an increase in interest groups and demand for convention programming slots, six divisions in 2005 were randomly selected to "give up" a chip; we lost in the drawing, but will regain this chip for the 2006 convention).

Although MME is a relatively small division (slightly less than 200 members), our convention programming continues to draw well. In recent years, we've been able to produce excellent panel proposals that have attracted larger divisions to seek us out for co-sponsorship during the planning stages of the convention. This co-sponsorship allows us to advance our division's interests and through the participation of other divisions, which usually results in good attendance at our MME convention sessions.

Looking ahead. A sincere thanks to everyone who participated in making MME's 2005 convention program successful. Your efforts and service to the division are greatly appreciated by our officers and executive board. But we have little time to rest on our laurels. Planning for the 2006 convention in San Francisco is about to begin, and the division asks all members to consider submitting panel proposals for the 2006 convention. The deadline for panel proposals is Oct. 3. A proposal template and guidelines can be found on our Web site, <http://www.miami.edu/mme/>

A New MME Web Page



Check out the division's new web page at <http://www.miami.edu/mme/>.

Not only is it the home of this newsletter, it also has resources for teaching, research and more information for most of what you find here. Comments are welcome. Mail out web manager, Michel Dupagne, at: dupagnem@miami.edu.

Update on NCTA

MARK YOUR CALENDAR - *The 2006 National Show* will be held at the Georgia World Congress Center in downtown Atlanta, April 9-11 (Sunday through Tuesday), 2006.

The location is new, but the mission remains the same: In a single location and within a compact, fast-paced schedule, *The 2006 National Show* brings together the people, technologies, content, products and services that make cable click. They're coupled with a generous helping of educational sessions and presentations that bring cable's new possibilities to the forefront

Annual business meeting

The business meeting was also well attended, and a lively discussion ensued about several issues. Action and discussion included:

--kept annual dues at the same level (\$10) for faculty and non-student members; student membership is free.

--discussed ways of promoting and encouraging nominations for our named awards (Robert G. Picard Award for best published MME scholarship in the past year and Barry Sherman Teaching Award for excellence and innovation in teaching media management and economics).

--discussed methods for expanding and improving electronic submission and judging of convention papers.

--discussed a need to craft a division mission statement and review/update bylaws.

--received and approved a financial report from outgoing head Marianne Barrett that indicated the division's pre-convention account balance was \$4,453. (San Antonio convention expenses totaled about \$600, which were not reflected in this report).

--elected 2005-06 officers (see last page for list).

Five-year review.

2004-05 division head Marianne Barrett and vice-head Peter Gade represented the division at a meeting with the AEJMC Assessment Committee for a required five-year review of the division's operations. Annual reports from the past five years were assessed, and the council provided feedback and guidance on how the division can achieve its goals and become more efficient and effective. The meeting produced a good exchange of ideas. The discussion centered on several issues the division has been working on: (a) how to be more inclusive in convention planning, programming and membership, (b) how to increase research paper submissions, (c) our mission and bylaws, and (d) financial planning and use of the division's money. The Assessment Committee found no glaring oversights or deficiencies in MME's operations and reports, applauded us for being an active and service-oriented division, and generally encouraged us to continue on our current path.

2006 AEJMC Convention Call for MME Panel Proposals

The Media Management and Economics Division is seeking panel proposals for the 2006 AEJMC convention in San Francisco. The division welcomes proposals on all topics that relate to media management and economics. This call also invites proposals for mini-plenary and off-site sessions, as well as pre-convention workshops. The strength of the division's 2006 convention program is largely contingent on the quality of the panel proposals received. All MME members are encouraged to submit proposals in their areas of expertise and interest. The revised deadline for all proposals is **FRIDAY, OCTOBER 14**

As you craft proposals, please keep several things in mind:

- convention panels are identified as one of three types: professional freedom and responsibility, research; or teaching;
- co-sponsorship of panels increases MME's ability to schedule sessions during prime time slots and broadens the appeal of the sessions. Be sure to identify other divisions or interest groups that might be interested in co-sponsoring your proposals;
- the 2006 convention in San Francisco affords a relatively short trip for potential panelists from media outlets and high technology firms in the Bay Area;
- convention dates are Aug. 2-5, 2006.

Proposal Format: All proposal submissions should use the template on the MME Web site. This template includes sections for all the information required for consideration by AEJMC, and its standardized format facilitates assessment and comparison of numerous proposals. The template is on the Web site in both Word and PDF formats.

Panelists: It is important to consider panelists as you craft your proposals. Please try to provide as complete a list of panelists as possible, though some changes are possible later. In bringing together the best speakers for your topic, we strongly urge you to be inclusive and broaden your field of consideration to embrace AEJMC's growing membership diversity. Please remember to include the diversity information in the space provided for it.

Proposal Submission: Send a copy of your proposals (written on the template) by Oct. 3, 2005, to: Krishna Jayakar, 303A James Building, College of Communications, Penn State University, University Park, PA 16802. Proposals written on the template can also be sent by email to kpj1@psu.edu or faxed to 814 863 8161.

Calls

IJMM

The International Journal on Media Management (IJMM) publishes original research and scholarship on the management aspects of the media and communications industries. The content is both interdisciplinary, combining a number of different academic disciplines (strategy, technology, marketing, finance, etc.) and multisectoral, exploring the interrelationship between developments in related industries. While the journal is open to all methodological approaches, all submissions should be theoretically grounded.

Submission: Submitted papers should be no longer than 5,000 words excluding tables and figures. Submit the manuscript via e-mail: JMM@unt.edu. **Peer Review:** Every submitted article will be subject to peer review. The normal review period is 3 months. Authors should take care that the manuscript contains no clues as to identity.

NAPTE

Applications for the NATPE 2006 Faculty Fellowship program are now being accepted. Selected faculty members receive free admission to NATPE 2006 in Las Vegas in January. Hotel accommodations are provided by NATPE as are most meals. Faculty Fellows will also attend a one day educational seminar exclusively for faculty members.

Faculty members with interests in television programming, promotions, content delivery, local station operations, alternative delivery systems, international programming, media sales, management or media studies are encouraged to consider applying for the Faculty Fellowship Program.

The application and information is now available at:

[http://www.natpe.org/educationalactivities/fellowship program/](http://www.natpe.org/educationalactivities/fellowshipprogram/) Deadline for receipt of applications is October 15, 2005. Questions about the Fellowship program? Email Greg Pitts (gpitts@natpe.org) if you have questions.

Introducing our Graduate Student Liaison

By: Rita Colistra

I am so happy to be serving this wonderful group. The AEJMC Conference in San Antonio was a great success. For next year's national conference, graduate students will have an extra incentive to submit papers to the MME Division—CASH! That's right. Our group will offer attractive cash prizes to the top three student papers. The awards breakdown is as follows: Top paper \$200; Second \$100; and Third \$50.

Throughout the year, I hope to recruit new graduate students and encourage more paper submissions to our division. To achieve this goal, I plan to talk with students at conferences and partner with the Graduate Education Interest Group (GEIG). I also encourage our current graduate student members to become a part of this group, which provides support and representation for graduate students within AEJMC. You can find out more about the GEIG at www.aejmc.net/geig. Watch for a special feature from the group in our next newsletter.

In other news, two conferences are quickly approaching. The 2006 AEJMC Southeast Conference will be held March 2 - March 4 at the University of Alabama in Tuscaloosa. The deadline for submissions is November 28, so mark your calendars. You can obtain more information from the conference website at www.aejmc_sec06.ccom.ua.edu.

The AEJMC Midwinter Conference has not yet announced its information or deadline. This conference, which is especially geared toward graduate students. Remember, you are still permitted to submit your paper to the national conference even if you have presented it at either of the regional conferences. You have nothing to lose, so go for it!

That is all for now. Look for more graduate student news in the upcoming newsletters. In the meantime, get those papers ready for the conferences and tell other students about the MME Division. If you have any ideas, suggestions, or questions, feel free to send me an email at: colistra@email.unc.edu. I am here to serve you, so please do not hesitate to contact me. Have a great semester!

Put the Mid-Winter on your research schedule

The School of Communication Studies at Bowling Green State University will host the upcoming 2006 Mid-Winter AEJMC Conference to be held from February 24-26 (Friday-Sunday).

The conference site will be the Bowen-Thompson Student Union. MME division member, Louisa Ha, will be the representative of the hosting institution and the MME liaison to other divisions. Bowling Green is conveniently located in Northwest Ohio on I-75 and the Michigan-Indiana border. As usual, the conference will be graduate-student friendly. Conference hotel rates will be highly affordable at \$45/night including breakfast, and 4 person-room is \$55/night + tax, and registration fee will be the lowest among all regional meetings organized by other AEJMC divisions. This year we have 9 divisions' participation. In alphabetical order, they are Communication Technology, Communication Theory and Methodology, Critical and Cultural Studies, Entertainment Studies, Graduate Education, International Communication, Mass Communication and Society, Media Management and Economics, and Visual communication,. The number of papers will be in proportion to submission by division. Hence, MME division members are strongly encouraged to submit abstracts to our division mid-winter conference paper chair, Sue Alessandri.

Questions about the conference and conference site should be directed to Louisa Ha at louisah@bgnet.bgsu.edu. But questions about paper submissions should be directed to Sue Alessandri at swalessa@syr.edu.

Information about the conference can be found on the conference web page is at

<http://www.bgsu.edu/departments/commst/>



AEJMC Mid-Winter Conference Call for Papers

Media management and economics researchers are encouraged to submit research paper abstracts or panel proposals to be considered for presentation at the 2006 AEJMC mid-winter conference. The conference will be held Feb. 24-26 at Bowling Green State University.

This is a very friendly forum for research, and a great place to "test drive" your research projects, so we especially welcome submissions from graduate students. Submissions can address any aspect of media management and economics, and may include works in progress.

The rules permit those presenting papers at the Mid-Winter Conference to later revise their papers and submit them to the AEJMC National Convention in San Francisco.

SUBMISSION GUIDELINES

1. All abstracts and proposals should be e-mailed by December 21, 2005. Send proposals via e-mail to Sue Alessandri at swalessa@syr.edu. Authors will be notified of the status of their submissions by mid-January, 2006.
2. Research paper or panel proposals should include a 500-word abstract. Panel proposals should also 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 the person to whom inquiries about the submission should be addressed. The title should be printed on the first page of the text and as a running head on each page of text.
4. Please include your abstract or proposal as a Word attachment. Also, please ensure that you remove any identifying information from your document (with the exception of the title page).

Further details on registering for the conference, registering for pre-conference events, making reservations for housing and traveling to Bowling Green will be available on the conference Web site in late December.

If you have any questions, please feel free to e-mail Sue Alessandri at swalessa@syr.edu

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