
MME *Record*

AEJMC

Media Management and Economics Division

Fall 2006

Number 52

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An MME Award to Recognize Professional Freedom and Responsibility?

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Krishna Jayakar, Division Head

One of the goals for the MME Division this year is to discuss the possibility of an award recognizing contributions to professional freedom and responsibility (PF&R) in the area of media management and economics. Since we already have awards in the areas of research and teaching, it might be appropriate to initiate an award to recognize contributions to PF&R as well.

The proposal, as stated in the Annual Report, is to initiate a “Professional Freedom and Responsibility (PF&R), awarded to an individual who makes significant contributions to public advocacy, media responsibility, management ethics, public interest or other relevant areas, through his or her research, teaching or service activities.”

The MME Members meeting at the San Francisco convention briefly discussed this issue. Several questions were raised: should the award be restricted to MME members or be open to non-members as well? Should the award be for individuals, or are organizations eligible too? What types of activities should be eligible for consideration—public interest advocacy through expert testimony or the mass media; scholarly research of interest to professional constituencies; promotion of professional responsibility and ethics in the classroom etc.?

Missed a Paper from AEJMC 2006?

Many are available online at:

<http://www.aejmc.org/convention/abstracts/2006/part1.htm>

Online research papers: 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>.

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The Executive Board meeting the morning after the members meeting carried on the discussion further. Several additional questions came up: for instance, what would be the appropriate forum for the ceremony? The members meeting may be proper if the awardee is an MME division member, but what if we invite a distinguished professional to accept the award? Would an offsite event need to be organized? Or a mini-plenary?

To generate ideas for discussion, I surveyed what our sister divisions in AEJMC have done with regard to PF&R awards. A search of division websites and a few phone calls showed that a number of AEJMC divisions in fact have PF&R awards:

- The Newspaper Division has a PF&R Professor of the Year award for “an individual who has demonstrated a deep and abiding commitment to one, many or all of the five areas of professional freedom and throughout his/her career.” [The five PF&R areas are free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service.] The award is open to any full-time faculty member in a bachelor’s degree-granting journalism program in the United States.
- Cultural and Critical Studies Division has a PF&R award for a professional from the region of the annual conference who would likely accept an invitation to the convention. The division organizes a panel that includes the professional, at which the award is presented. In the past the CCSD has given PF&R awards to both individuals and organizations.
- The Media Ethics Division has a Professional Relevance Award “for ethics research that is considered especially important for media professionals”—this has in the past been selected from articles presented at the annual convention.
- Communication Theory and Methodology division has in the past awarded a community service and public scholarship award
- The International Communication Division has a Distinguished Service to International Communications award “conferred on an individual or medium adjudged to have made an outstanding contribution in the field of international communication during the preceding year or over a period of years”

- Magazine Division has an award that alternates between a distinguished educator and a distinguished professional. Recent professional awardees include editors and journalists working at national magazines.



These examples provide only a sampling of the possible directions that the MME Division can take with its own PF&R award. On the basis of the member feedback received and the examples cited above, it seems appropriate that the award should be open to both members and non-members, professionals and academics, and to individuals and organizations. As regards the forum for the ceremony, we may follow the Cultural and Critical Studies Division’s lead and organize a panel centered on the PF&R award.

While these details can be worked out, I am keenly interested in hearing from you whether there is enough interest in a PF&R award at all. If enough members express an interest, the Executive Board can initiate further conversations on how to implement it.

Please send your comments and suggestions to me at kpj1@psu.edu, or to Jim Eggenberger, PF&R chair at jeggenberger@iona.edu.

MME sessions a success at AEJMC

Cindy Price
Program Chair and Vice Head

It's nice to have both quantity and quality and at the San Francisco AEJMC convention, the MME division was blessed.

The average attendance at the 10 panel and research presentations was 26. The division was able to work with other divisions or interest groups, including public relations, law, scholastic journalism, media disability, and communication technology.

But MME also was able to program some of its own panels. The most popular was "Best Practices in Teaching Audience Research" where 45 people crowded into a room to hear Gary Corbitt, research director of the WJXT/Post Newsweek Stations, moderate a distinguished panel of researchers. Among them were MME members Jim Fletcher of the United Arab Emirates, Ann Hollifield of Georgia, and Sylvia Chan-Olmsted of Florida, as well as industry representatives, Elizabeth Huszarik and Bruce Rosenblum of Warner Bros Media Research, and Jack Wakshlag of Turner Broadcasting.

Other MME sole-sponsored panels included examining business models for the emerging webcasting industry, which had representatives from South Korea, Sweden, Australia and other parts of the world. Another one focused on media management in the 21st century and the challenges we face. Panelists were Geneva Overholser, formerly of the *Washington Post* and *Des Moines Register*; Rick Rodriguez, editor of the *Sacramento Bee* and 2005 president of the American Association of Newspaper Editors; Dan Rosenheim, news director of the CBS affiliate in San Francisco; and Paul Dinovitz, vice president of the Hearst Foundations.

As the research chair during the San Francisco conference, I was impressed by the quality of presentations for the researchers. The sessions divided nicely into topic areas, so discussions broke out among the presenters as they referred to each other's work. The session titles were about branding the media in television, managing the press, diversity in the cable and satellite industry, and policy issues in telecommunications, cable and newspaper. I also had the opportunity to read papers from the poster session and was struck by how well the papers were put together and the high standards used to show their work during the session.

The student papers presented at the conference were excellent. I would recommend that you encourage your students to submit a paper for next year's conference in Washington, D.C. and submit one yourself! With all of your help, we will have another successful conference next year.



Calls and Reminders

Nafziger-White Dissertation Award

AEJMC's Standing Committee on Research seeks nominations for the best Ph.D. dissertation in the field of mass communication research. The Nafziger-White Dissertation Award, which includes both recognition and monetary reward, is named for Ralph O. Nafziger and David Manning White, authors of *Introduction to Mass Communication Research*, the royalties of which endowed the award.

Nominations should be made by the dissertation adviser/director or the administrator (dean, director, or chair) of the doctoral-degree granting unit. Students may NOT nominate their own dissertation. Eligibility is limited to dissertations successfully defended between Sept. 1, 2005, and August 31, 2006.

Nominations should include a cover letter from the adviser/director or administrator. This may be sent either as hard copy on letterhead or via email from the nominator's e-mail account.

Dissertations must be submitted electronically as an e-mail attachment in PDF format. (The dissertation may be submitted by the author, but a dissertation that does not have an accompanying nomination letter will not be considered.) The full dissertation should be included in one file. Please remove acknowledgements and other information that identifies the author, the adviser, or the university. A separate file should consist of the table of contents and an extended (blind) 2,500-word abstract summarizing the dissertation, including a statement of the problem, the research method, a description of the data, significant findings, and the importance of the research.

All submissions must be received by **January 15, 2007**. Nomination letters sent as hard copy **must be postmarked by January 15**. Please send all materials and direct inquiries to: Julie Andsager, School of Journalism & Mass Communication, University of Iowa, Iowa City, IA 52242-1401, or julieandsager@uiowa.edu.

Tankard Book Award Nominations

Current AEJMC members may self-nominate a first-edition scholarly monograph, edited collection, or textbook published in 2006 that is relevant to journalism and mass communication. The AEJMC Board of Directors unanimously approved the creation of the Tankard Book Award in 2005 after a recommendation by AEJMC's 2005-2006 Standing Committee on Research.[1] The award is named in honor of Dr. James Tankard, Jr., posthumous recipient of AEJMC's 2006 Eleanor Blum Distinguished Service to Research Award, former editor of *Journalism Monographs*, long-time University of Texas at Austin journalism professor, author or co-author of five books, including *Communication Theories: Origins, Methods, Uses* (Addison Wesley Longman, Inc.) and *How To Build Social Science Theories* (Sage Publications).

Co-authored and co-edited books are also eligible to be nominated for the Tankard Book Award. To nominate a book for the 2007 Tankard Book Award, THE NOMINATION FORM (PDF) must be postmarked by November 15, 2006 and mailed to:

Paula Poindexter, Chair,
AEJMC Standing Committee on Research
Tankard Book Award Nomination
School of Journalism
University of Texas at Austin
Austin, TX 78712

For questions about nominating a book for the Tankard Book Award, please contact Paula Poindexter (University of Texas at Austin), Chair, AEJMC Standing Committee on Research at ppoin@aol.com.



Expanding the Definition of Convergence and Integration

A research colloquium jointly sponsored by the College of Mass Communications, the Center for Communications Research and the Institute for Hispanic and International Communication at Texas Tech University (TTU) will be held on TTU's campus in Lubbock, Texas April 19 & 20, 2007. Conference registration must be received by February 15, 2007.



Papers are invited for submission. All submissions must be received by December 1, 2006. At least one author of each accepted paper must attend the colloquium. Research proposals or completed research that address any of the following are welcome: The interaction of multiple media; the interaction between traditional media and new media; the use of media among or directed to Hispanics or other ethnic groups; the use of media across multiple nations, languages and/or cultures; or the effects of convergent media on media economics.

Work is invited from all interested scholars and practitioners in advertising, broadcasting, journalism, public relations and other media related fields. Graduate and undergraduate students are particularly invited to submit their work.

Papers or proposals should be addressed to: Definition of Convergence & Integration Conference, c/o Michael Parkinson, Associate Dean for Graduate Studies, College of Mass Communications, Texas Tech University, PO Box 43082, Lubbock, Texas 79409 OR Submitted as e-mail attachments to:
michael.parkinson@ttu.edu.

Plan for AEJMC 2007



Paper Deadline April 1, 2007

Future Conferences Locations

2008 AEJMC Convention: Chicago
Marriott Downtown • Aug. 6-9

2009 AEJMC Convention: Boston
Sheraton Boston • Aug. 5-8

New Bylaws Adopted on August 3, 2006

Article I- Name

The name of this organization shall be Media Management and Economics Division.

Article II- Mission

The mission of this organization shall be to serve its members and AEJMC by researching, publishing and discussing issues related to media management and economics. The organization shall provide forums for research, discussions of professional values, and the development of education in media management and economics. The organization shall engage media industries through its research, public service, and teaching.

Article-III- Membership

Regular membership in the division shall be restricted to members in good standing of the Association for Education and Mass Communication who are dues-paying members of the division.

Article IV- Officers

Section 1. The officers of this organization shall be Division Head, Division Vice Head/Program Chair, and Secretary. Officers must be dues-paying members of AEJMC and the MME division. The officers shall perform duties prescribed by the Bylaws and by the parliamentary authority adopted by this organization.

Section 2. The offices of Division Vice Head/Program Chair and Secretary shall be elected by ballot at the annual members' meeting. The sitting Division Vice Head/Program Chair will ascend to Division Head. All officers serve a one-year term. The Division Head term begins October 1. The term for the Division Vice Head/Program Chair and Secretary shall begin at the close of the annual AEJMC meeting at which they are elected.

Article V- Meetings

Section 1. The annual members' meeting of the division shall be conducted during the annual convention of the AEJMC for the purpose of electing officers, receiving reports of officers and committees, and for other business that may arise.

Section 2. Ten members of the division shall constitute a quorum.

Article VI- Executive Board

Section 1. The executive board of the division shall consist of the three elected officers, plus the chairs of the three standing committees: Research, Teaching, and Professional Freedom and Responsibility.

Section 2. The executive board shall have general supervision of the affairs of the division between its annual business meetings, shall fix the time and place of meetings, make recommendations to the division, and perform such other duties as may be prescribed by the Bylaws.

Article VII- Committees

Section 1. The division shall have three standing committees: research, teaching, professional freedom and responsibility.

Section 2. The chairs of the standing committees are appointed by the division head. The chairs of standing committees must be dues-paying members of AEJMC and the MME division.

Section 3. The Research Committee Chair shall be responsible for planning and coordinating the division's research activities and shall serve as the convention research paper competition chair.

Section 4. The Teaching Committee Chair shall be responsible for planning and coordinating of the division teaching activities.

Section 5. The Professional Freedom and Responsibility Chair shall be responsible for the planning and coordinating of division activities related to issues of professional freedom and responsibility.

Section 6. As the executive committee deems necessary to carry out the work of the division, special or ad hoc committees may be appointed by the Division Head.

Article VIII- Parliamentary Authority

The rules contained in Roberts Rules of Order Newly Revised shall govern the division in all cases to which they are applicable and in which they are not inconsistent with these Bylaws or any special rules of order which the division may adopt.

Article IX- Amendments

The Bylaws can be amended at any members' meeting of the division by a two-thirds vote of those present and voting, provided that the proposed amendment has been published to all members of the division no less than 30 days prior to the meeting.

Media Management and Economics Division, 2006-07 Executive Board

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