

MME Record

Newsletter of the Media Management and Economics Division of AEJMC
Spring 2000

Number 28

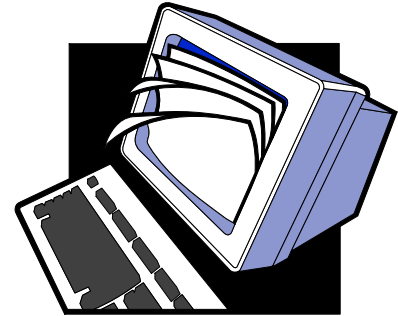
MME Newsletter goes online

Ken Smith
Division Head

As the Internet began to grow, and newspaper publishers began to question if they should have a presence on it, many traditionalists were not very concerned. They believed that readers would insist on getting their daily dose of news by holding a hard copy of the newspaper in their hands.

Of course this logic neglects to take into account

the fact that newspapers have failed in recent years to attract very many young readers, and that unlike their parents who grew into the reading habit, a new generation is growing up that is much more computer literate. The question here, though, is not whether a computer-literate younger generation will give up its news in hard-copy form, but whether a computer-literate group of academics will.



This issue of the MME Record may help to answer that question. For the first time, the MME Record is an exclusively

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Mid-year conference

Ken Smith
Division Head

The Media Management & Economics Division joined with the Visual Communication and the Communication Technology & Policy divisions to host a mid-year conference titled, "Media in the New Millennium: Technology, Images, Issues," in Denver Feb. 24 and 25.

Twenty-three research papers, a PF&R panel, and a Teaching panel were presented at the conference. A list of the presentations is included below:

Research Papers Panel No. 1

Moderator: Cindy Price, University of Wyoming

1. The character of web sites sponsored by trade and consumer magazines

Joseph Bernt,
University of Ohio
Rebecca Lyons
Jim Mack
Heidi Nyland
T. Wayne Waters

2. Readers browsing habits of print versus on-line news
Marty Hatton, Mississippi University for Women
Lawrence Strout

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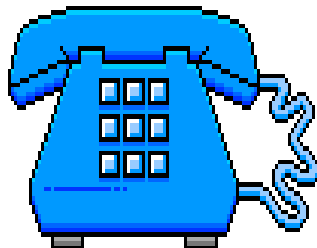
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Web advantages

Letter from the editor

Jim Mueller

*Division Secretary and Newsletter
Editor*

As Division Head Ken Smith pointed out in his front-page story, the *MME Record* is moving to exclusive online publica-
tion with this issue.

The *Record* is not the first publica-
tion to do so. In what could be the start of a trend, the *Orem (Utah) Daily Journal*, announced plans to go exclusively online last summer in order to save costs.

The *Record's* move is also prompted by costs, but it has other advantages as well. The first is that it stretches deadlines. Copy can be posted almost as soon as it comes in. Corrections (hardly ever needed, of course), and additions can be made immediately, too. But perhaps most important is the fact that the online version has much more space to accomodate articles.

Any member who wants to share research, teaching techniques and/or professional anecdotes can do so in a format that is less restrictive than the traditional newsletter. As always, such submissions are more than welcome. Just send them to me at the email address in the information box on this page.

The address will only be good until May, when I am leaving PSU for an appointment at the University of North Texas. But my new address will be posted immediately in our new media newsletter.



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online publication. The reasons for moving it from hard copy to online are purely economic.

This move was initially debated at our division's executive committee meeting during the AEJMC conference in New Orleans. At the time, no action was taken. However, after reviewing the division's financial situation, I recommended that we take this action beginning with this issue of the Record.

Our division does not have a financial problem. We just have limited funds available to us since all our income comes from membership fees, and our membership is not as large as most other divisions.

In the past, our two greatest expenses have been the newsletter and the business meeting/social. We have had some spending flexibility depending on the cost of the social and on whether we have had outside help funding the newsletter.

This year we decided to pursue additional activities that had extra costs associated with them. One is the preconvention session on

advertising in which our division is a co-sponsor. Another is a special social at the upcoming Phoenix convention, the details of which will be announced at a later date.

The bottom line is that we would not be able to fund these additional activities without a shift in our spending habits.

One option was to raise membership dues, but we already did this within the past five years, and it would not be possible until Phoenix, since a vote of the membership is required.

Another option was to eliminate some existing expenses.

Given that our membership is computer literate, we decided to take this second option —

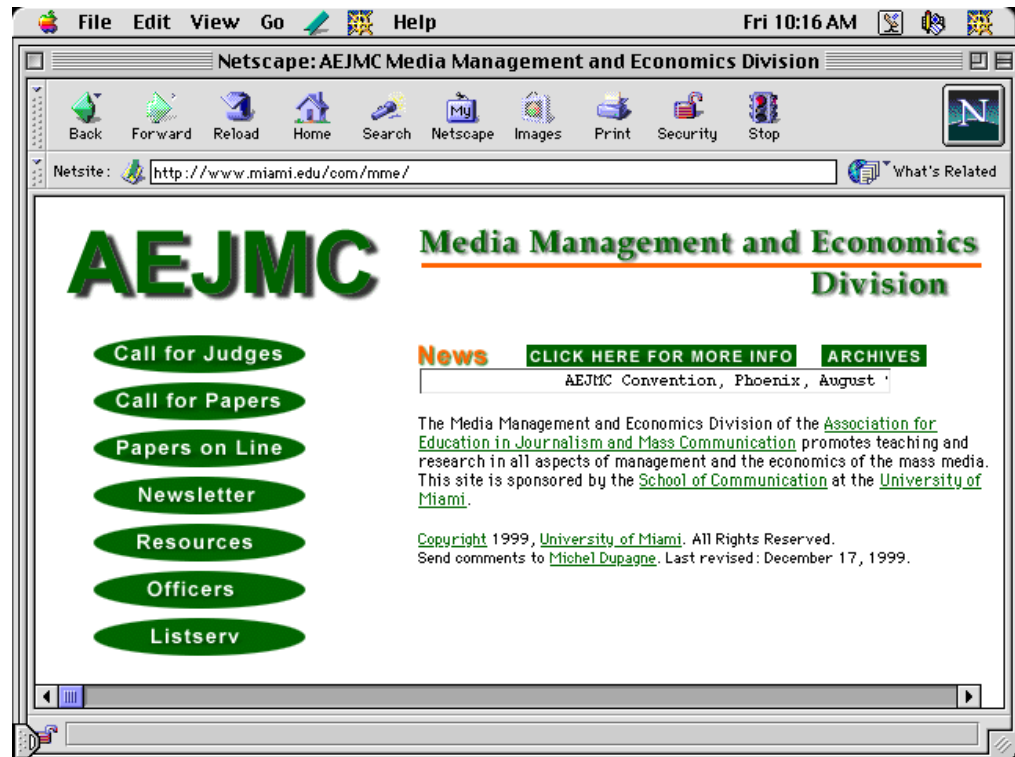
eliminate the expense of sending out a hard copy of the newsletter and put it online instead.

Since you will not have a hard copy of our division's news in your hands, we would like to know how you feel about it.

If you would rather maintain the hard copy of the newsletter than pursue additional activities, please let me know (my e-mail address is klsmith@uwyo.edu).

The ultimate goal of our division leadership is to serve you, the members.

In making this decision, we want to know if the move to an online newsletter actually reflects your priorities.



<http://www.miami.edu/com/mme/> web site.

Human and Organizational Literacy: The Missing Element in Media Management Instruction

C. Ann Hollifield
Chair, Teaching Standards, MME
Division

I remember the day I was promoted to Managing Editor. The promotion was announced at the 9 a.m. editorial meeting. Three hours later, when the Senior Reporter began rounding up all the reporters on our small, tightly knit staff for lunch, I was pointedly NOT invited.

I was disbelieving. I had been working and socializing with my colleagues for almost two years, and I had believed that we were friends. But suddenly they no longer saw me as one of *us*; I had become one of *them*.

In the years since, I have talked with other media managers who have had exactly the same experience — right down to the details. Being instantly bounced from the office lunch group seems to be part of some kind of universal managerial rite-of-passage experience.

What concerns me about the common place nature of the experience is that it — and similar human relations issues — appear almost nowhere in our media management texts. A review of management books shows lengthy discussions of emerging technologies, detailed charts on industry structure and departmental organization, and long chapters on trade unions

and employment law.

Given the pace of change in the media business, much of this information is dated before the books go to press.

It is the rare media management text that includes information designed to teach students about the one *universal* management skill: the ability to manage people. Largely missing from our books and many of our management classes are instruction in leadership skills, followership styles, situational management, influence tactics, and managing difficult people. Nor is there much space and time devoted to the fundamentals of organizational literacy, such as understanding organizational culture and the sources of power within organizations.

And, yet, when I invite professional media managers in to talk with my classes, invariably one of their main topics is the challenges they face managing people in the industry.

This instructional gap is one we should address, if we are going to claim that we are teaching management. In the era of new technology, our students are likely to find themselves in managerial positions much sooner in their careers than was true for earlier generations. Last year, for example, one of my undergraduates met an alumnus of our college who had been out

of school for only two years. By virtue of her experience in new technologies, the alumna had just been promoted to head an emerging technologies section in the major corporation that employed her. In her new position, she reported directly to a senior vice president — and supervised a staff that included people 10-to-20 years older than herself.

She told my student that she was at a complete loss as to how to manage her deeply resentful staff — and at sea in a minefield of organizational politics that she knew she didn't fully understand. She was not enjoying the fruits of her success, and she wondered out loud why her college education had not prepared her for her career advancement.

I would not, or course, argue that human and organizational literacy should be the sole foci of media management courses. However, I think we do our students a disservice by ignoring them as legitimate topics of management instruction. Human and organizational literacy are skills that professionals utilize at every stage of their careers.

Let's face it, knowing how to manage your boss is at least as crucial to the success of entry-level employees as knowing the organizational chart of an advertising sales department.

Job search and dissertation tips for students

*Gracie Lawson-Borders
Graduate Student Liaison
Wayne State University*

Job Placement

Graduate students on the market this year should remember to sign up for the AEJMC Job Placement Service being offered at the convention Aug. 9-12 in Phoenix. The placement service is provided to AEJMC members for free, and non-members are charged a \$25 fee. The service will provide individual files and position openings for review.

The Placement Application deadline is June 30. The service is limited to 100 applicants. Please contact Felicia Brown, Coordinator, Placement Service, 803-772-3508, or write AEJMC, 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667.

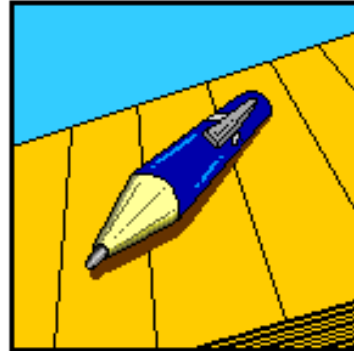
Dissertation Tips

Writing the dissertation can seem overwhelming, so here are a few tips a friend shared with me that were provided by Katherine Miller, Ph.D., Texas A&M University, at the 1999 International Communication Association convention in California.

On Finishing the Dissertation:

Remember what the dissertation is about. It is not about changing the world in a single step. While most of us want (desperately want) it to be

a paradigm-shifter, it is most often a first step. It needs to be the best work at this point in your career. Remember that you are supposed to learn from it and use it as a springboard for your next efforts.



Take care of yourself, calling on social support and taking time out for social activities. It's good perspective making.

At some point, it is necessary to stay out of the library. Work with what you have, start writing, keep writing, and go back to the library only for specific things. Better yet, send a friend. It's often easy to use yet more research as a substitute for writing.

Set up a regular schedule for meeting with your advisor. This will keep both of you on track and provide motivation for getting tasks done between meetings.

A useful notion to avoid becoming overwhelmed (at any point in the process) is to remember how to eat an elephant—one bite at a time. It's helpful to take the task apart into more manageable pieces; plan and schedule these, and

celebrate completion of each.

Jot down all those good ideas that are tangential to the dissertation project per se and put them in a file marked "After Graduation."

Don't wait until the last minute to check on details about formatting, binding, defense scheduling,

forms to be filled out, etc. These details can take time and can be very stressful. If you've already taken a job and are doing all of this long distance, have a real flesh and blood person do the running around for you (and then buy that person a nice gift). It's harder for secretaries in the graduate office to say no to someone in person.

Set a page production schedule and adhere to it. Have a person other than your chair monitor your production levels and get on you when they fall below stated levels.

Adhere to the "golden rule" in dealing with members of your committee. If you give them enough time to read your work, they should reward you with reasonable turn-around time and helpful suggestions.

My dad's advice: There are two kinds of dissertations—done and not done. My mom's advice: You have your life for your life's work.

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|--|--|---|
| <p>3. Rediscovering the audience: Examining media organizations' stakeholder management on the world wide web Lance Porter, University of Georgia Heather Edelblute Rockwell Hunter</p> <p>4. From cyberspace to Sundance: The role of the Internet in independent film marketing Brett Robinson, University of Georgia Fonda Whittaker Hyungjin Woo Crystal Hayes</p> | <p>PR firms Amanda Sturgill, Baylor University Brenda Huang Mia Moody-Hall Susan Stuber</p> <p>3. Print and broadcast news websites: A comparative readability study John Bodle, Middle Tennessee State University Ed Adams, Brigham Young University</p> | <p>David Thompson, On-Trac Consulting Birgit Wassmuth, Drake University</p> <p>3. Defining Aspects of media convergence: A concept explication Jean Trumbo, University of Wisconsin-Madison Sandy Nichols Mark Tremayne Dustin Harp</p> <p>4. The status of copyright protection for photographs in online newspapers Susan Zavoina, North Texas State University</p> |
| <hr/> <p><i>Twenty-three research papers, a PF&R panel, and a Teaching panel were presented at the Mid-Winter Conference — Media in the New Millenium: Technology, Images, Issues,” Denver Feb. 24 and 25</i></p> <hr/> | | |
| <p>Teaching Panel Moderator: Pete Seel, CSU “Teaching New Media Across the Curriculum” Bruce Henderson, University of Colorado Jean Trumbo, University of Wisconsin Hugh Fullerton-Sam Houston State University.</p> <p>Research Paper Panel No. 2 Moderator: David Coulson, University of Nevada, Reno</p> <p>1. Sizing the news hole at nondaily newspapers Ken Smith, University of Wyoming</p> <p>2. Use of the world wide web as a public relations tool by</p> | <p>4. Newspapers at the millenium: Another look at Demers' managerial revolution hypothesis Peter Gade, University of Oklahoma</p> <p>Research Paper Panel No. 3 Moderator: Craig Denton, University of Utah</p> <p>1. Fatal filtering: Software deterrents to expression on the web John Bowes, University of Washington</p> <p>2. The spiral of forced adoption: If it ain't broke, fix it twice.</p> | <p>of Wyoming “New Trends in Media Competition” David Coulson, University of Nevada, Reno Richard Schaefer, University of New Mexico Craig Denton, University of Utah</p> <p>Research Paper Panel No. 4 Moderator: Susan Zavoina, North Texas State University</p> <p>1. The influence of timing on market entry in the cellular phone industry Hugh Fullerton, Sam Houston State University</p> |

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2. Online Information Use in Newsrooms: A Six-Year Interactive Innovation Diffusion Study
Bruce Garrison, University of Miami
3. We have to cut jobs, don't we? The institutionalization of the downsizing schema at the television networks
Cindy Price, University of Wyoming

Research Paper Panel No. 5

Moderator: Birgit Wassmuth, Drake University

1. The changing image of wolves over time
Patricia Dowd, University of Wyoming
2. De/sexualization and the castrated image: A psychoanalytical study of political imagery in the media
Linda Jean Kensicki, University of Texas at Austin
3. Pejorative network news portrayal of Wyoming as embodiment of the 19th century West
Conrad Smith, University of Wyoming
4. New journalistic ideas for a new democratic era: Nicaraguan newspapers seek outside help in their efforts to better serve readers
Kris Kodrich, Colorado State University

Research Paper Panel No. 6

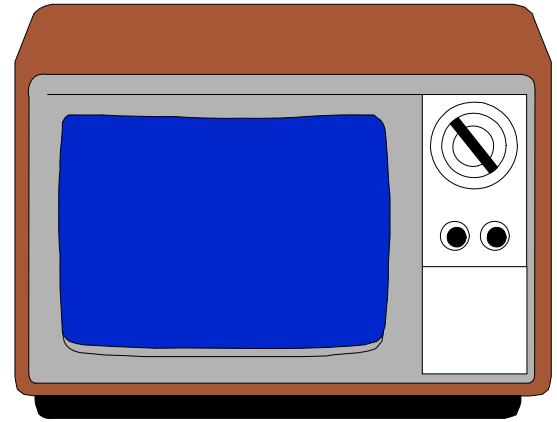
Moderator: Dick Schaefer, University of New Mexico

Digital Television to be demonstrated at AEJMC

*Michel Dupagne
MME Webmaster*

In cooperation with the Communication Technology and Policy Division and the Radio-Television Journalism Division, MME is organizing an off-site session during the AEJMC convention in Phoenix to discuss digital television (DTV) implementation issues as well as economic and journalistic implications of the digital conversion.

The session will take place on Aug. 9, 2000, 9:45-11:15 a.m., at KNXV-TV (ABC). The panelists will include Randy Decker, Vice President and Chief Engineer at KPNX (NBC), and Donald Thomas, Engineering Manager at KNXV. The session will



conclude with a tour of the DTV facilities at KNXV. Transportation will be arranged to and from the host station.

Seating is limited to 30 participants. Please reserve your seat as soon as possible by e-mailing Michel Dupagne at dupagnem@miami.edu [or calling him at (305) 284-3500]. First come, first served. This session will fill quickly because it involves three AEJMC divisions.

1. Media in the new millenium: Online communications and the transformation of journalism
Serajul Bhuiyan, Alcorn State University
2. Usability testing of the web
Donald Zimmerman, Colorado State University
3. A constructivist approach to teaching on the web: The Virtual Chautauqua Project

Bruce Henderson, University of Colorado
Michael Anderson
Helga Tawil

4. Co-constructing knowledge with agent-based information delivery technology
Todd Shimoda, Colorado State University

Media Management and Economics Division

AEJMC 2000 — Tuesday, August 8 - Saturday, August 12, 2000

Tuesday, August 8

8 a.m.-5 p.m.

Preconference

Incorporating Ad Technology

Across the Curriculum

Teaching Principles of Advertising

Sports Marketing in the Ad Curriculum

Direct Mail

Panel on Advertising Education Concerns: Accreditation, Industry Concerns, Redesigning the Curriculum

Wednesday, August 9

8:15 a.m.-9:30 a.m.

Refereed Paper Session

9:45 a.m.-11:15 a.m.

Teaching

“The Conversion to Digital Television in Phoenix, Az”

The panel will discuss DTV conversion and implementation issues at the local level, including the production of local DTV, programming, pass-through national programming, and conversion costs. This is an off-site session held at a KNXV-TV.

Moderator :

Michel Dupagne, University of Miami

Panelists:

Randy Decker, vice-president and chief engineer, KPNX-TV, Phoenix

Donald Thomas, engineering manager, KNXV-TV, Phoenix

Discussant:

Pete Seel, Colorado

1:00 p.m.-2:30 p.m.

Teaching

”Local News in the New Century”

The panel will discuss the impact of increased competition, decreasing market share, and what role education should play in training broadcast journalists in the 21st Century.

4:15 pm-7:30 p.m.

PF&R

“The Bottom Line: A Look at How Business Practices Are Shaping Media Law”

The cost of defending a libel, privacy, breach of contract, or any other suit is costly even for a news organization that wins.

With more and more newspaper and broadcast news departments run by MBAs who are accountable to company boards and shareholders, there may be increasing pressure to settle such suits rather than fighting and accumulating legal bills. But many First Amendment victories have been the result of difficult, long, costly legal battles. Will settling cases eventually erode our First Amendment freedoms?

PF & R

“Corporate Responsibility and the Freedom NOT to Publish: Can the First Amendment Be Saved?”

Short presentations by experts and then discussions in small groups to develop a list of research topics and action plans.

Thursday, August 10

8:15 a.m.- 9:45 a.m.

Scholar-to-Scholar

Noon-1:00 p.m.

Refereed Paper Session

Top Faculty Paper &

Top Student Paper

1:00 p.m.- 2:30 p.m.

Teaching

“Restructuring for the New Work Arena: Organizing and Assessing Classroom Teams”

Increasingly, journalism students (in news and in other areas) are graduating into a world in which teamwork is prized and expected. Moreover, there is growing scholarly as well as anecdotal evidence that students achieve more in the classroom and engage more actively in learning when working in small groups. This panel will explore the latest ideas in developing teams, creating assignments, and assessing performance of the classroom team project.

2:45 p.m.- 4:15 p.m.

Research

“Creating a Classroom for Learning: How to Work Effectively with LD Students”

This panel will discuss the different law and regulations

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governing accommodation of students with learning disabilities in the post-secondary classroom. Issues specific to mass media classrooms will be addressed, as will the rationale behind the need for and purposes of such accommodations.

4:30 p.m.-6:00 p.m.

PF & R

Exporting American Culture

The export of cultural goods and services contribute to the bottom line and generate concerns abroad about the pervasive influence of America. The panel explores the economic and ethical dimensions of this complex issue.

Moderator and Discussant:

Jeffrey Brody, California State Fullerton

Presenters:

Anne M. Cooper, professor, E.W. Scripps School of Journalism, Ohio University - "As The Wheel Turns: Exporting American Game Shows"

Daniel A. Stout, associate professor, Brigham Young University - "Exporting American Religious Culture"

Eric Haley, associate dean, University of Tennessee

"Religious Branding and Religious Markets"

Gregory Pitts, associate professor, Southern Methodist University - "Radio Formats and American Popular Music: Instant Export and Invective Import"

Max Kreiser and Douglas Scott, The Hollywood Stock Exchange - "American Films and The Hollywood Stock Exchange"

Albert N. Greco, associate professor, Fordham University - "U.S. Book Exports: 1998-1999"

6:15 pm- 7:45 pm

PF & R

"Corporate Ownership: Its Impact on Local News"

Conglomerates have now expanded their station ownership to between 35 percent-50 percent of the country. Is the public losing out on "Freedom of the Press"? Is objectivity taking a poor second place to the bottom line, with companies cross-promoting programming to raise profits by giving short shrift to local news?

8:00 p.m.-9:30 p.m.

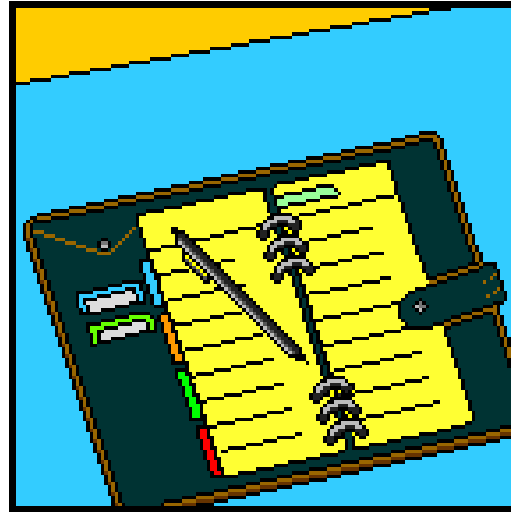
PF & R

"Is Radio News Dead?"

Radio news at commercial stations has changed radically in recent years with fewer stations producing local news. At the same time, more public radio stations/networks are producing

local news. Anecdotal evidence suggests that colleges and universities are placing less

emphasis on radio news and more on TV at a time when public radio is having a hard time finding radio journalists.



9:45 pm-11:00 pm

PF & R

"Ownership in the 21st Century"

The panel will evaluate the status of minority-owned publications in the U.S. as they compete with consolidation in the marketplace. Emphasis on minority-owned newspapers, radio stations, and the alternative press.

Moderator:

Hugh Fullerton, Sam Houston State

Discussant:

Gracie Lawson-Borders, Wayne State

Maggie Rivas-Rodriguez, University of Texas at Austin -

"The Hispanic-American Media"

Hubert Brown, Syracuse - "African-American Media"

Felix Gutierrez, executive director, West Coast Center, The Freedom Forum, San Francisco, Calif.

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AEJMC

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Friday, August 11

8:30 a.m.-10:00 a.m.

MME Business Meeting: Breakfast

This is the annual business meeting of MME. A continental breakfast will be served. The division will also honor three MME members for their extraordinary contributions to the field of media management and economics. New officers and members of the Executive Committee will be elected.

Moderator:

Ken Smith, University of Wyoming

1:00 p.m.- 4:15 p.m.

Research

1:00 pm-2:30 pm

‘The Web as a Virtual Gathering Space for Communication, Commerce, and Community Development’

This panel looks at communication, social/cultural, economic, and political activities that occur on-line. Based on their own ongoing research, the panelists will discuss the extent to which principles and phenomena that apply to these activities when they are performed in the physical world also apply to the on-line environment.

2:45 pm-4:15 pm

‘It’s One-Stop Shopping in Phoenix! A Battle of Convergence and Competition’

Panel invites industry leaders from each of the major Phoenix telecommunications providers to discuss their companies’ offering and share their thoughts on convergence, local competition, implications for other markets, and the future.

4:30 pm-6:00 pm

Research Refereed Paper Session

6:15 p.m.-7:45 p.m.

MME Executive Committee Meeting

The newly elected Division Head, Vice Head, and members of the 2000-2001 MME Executive Committee will discuss plans for the AEJMC 2001 Annual Convention in Washington, DC, the 2001 mid-winter meeting, and related activities. All members are invited to attend this meeting.

Saturday, August 12

8:45 a.m.-10:15 a.m.

Research Refereed Paper Session

Council of Divisions (COD) Meetings

MME Division Head, Vice-Head, and Chairs are asked to attend the following COD meetings:

Wednesday, August 9

7 am - 8 am

General Meeting of the COD (Head, Vice-Head)

Saturday, August 12

7:00 am-8:30 am

General Meeting of the COD (Head, Vice-Head)

8:45 am-10:15

am
Training Session: Incoming Division Heads

8:45 am-10:15 am
Training Session: Incoming Vice Heads

8:45 am-10:15 am
Training Session: Incoming Teaching Chairs

8:45 am-10:15 am
Training Session: Incoming PF & R Chairs

8:45 am-10:15 am
Training Session: Incoming Research Chairs

