

MME *Record*

Newsletter of the Media Management and Economics Division of AEJMC

Spring 2001

Number 32

MME Division gets desired panels, prime-time slots at AEJMC

by Ann Hollifield, Division Vice Head

The Media Management and Economics Division has finalized a terrific program for the August convention in Washington, D.C. The division succeeded in negotiating all of its priority panels onto the final AEJMC convention program at the Midwinter chip auction, held in Atlanta December 1-2.

MME Division president Al Greco; George Daniels, division Graduate Student Liaison; and I attended the Midwinter meeting. In the weeks before Midwinter, we asked Sylvia Chan-Olmsted, MME Teaching Chair; Jim Mueller, MME PF&R Chair; and Phil Napoli, MME Research Chair; to each identify one proposal from the 250 that AEJMC circulated that they thought would best serve the needs of MME members in their area of responsibility. I'm

delighted to report that we were able to get all three of their selections onto the Division's program. Also, we were able to schedule almost all of our refereed research sessions in prime-time slots in the conference schedule. So this year, our division will be able to showcase the work of our top scholars in the manner it deserves.

Among the highlights of the Division's program in Washington will be an off-site session at the FCC to discuss the current economic and regulatory environment of the telecommunications industry. We also have a back-to-back session scheduled with the Communication Technology & Policy Division on new media issues. The first panel of will focus on managing new media operations – structure, strategy, personnel and product development. The second panel will cover the economic and regulatory issues that the industry faces in the age of convergence.

Also, Al Greco, Everette Dennis and their research team will present the preliminary results of their research on the economic and management problems faced by university presses and academic journal publishers. The study was commissioned by the Association of University Presses.

Two other Division sessions on the convention program will be of interest to MME members interested in research. MME will co-sponsor a panel with the Law Division that will explore sources of federal funding for social science, humanities and communication research. We also are co-sponsoring a preconference session on teaching students how to access and use U.S. Census Data in their research and reporting.

We thank everyone who submitted panel ideas to the Division this year. The quality of the Division's program in August is a reflection of the creativity and commitment of our members. We're looking forward to seeing you in Washington. I also want to say a special thanks to Al and George for their work on the program.



AEJMC 2001 . . . A Capital Odyssey

Sun., Aug. 5 to Wed., Aug. 8

Hotel: Grand Hyatt Washington, 1000 H Street, NW. Call 1-800-233-1234 or 1-202-637-4900 to reserve a room. Identify yourself as attending the AEJMC Convention to get access to the special rates. Graduate students, contact AEJMC at aejmc@aejmc.org to receive a copy of a form to get reduced rates. Cutoff date for reserving a room at the Grand Hyatt is July 2.

Convention Registration: Attendees registering for the convention by July 9 will receive special rates.

First Sherman Teaching Award to be given at DC convention

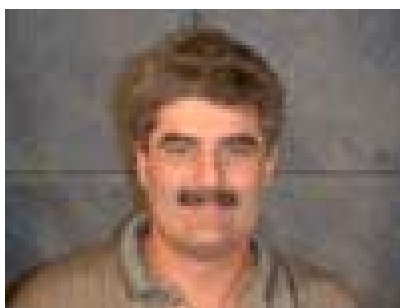
Deadline for nominations is April 15; Deadline for all submitted documents is May 15

by Sylvia Chan-Olmsted, Teaching Standards Committee Chair

At the Division meeting last August, members voted unanimously to name a division teaching award after Barry L. Sherman.

The Barry Sherman Teaching Award recognizes excellence and innovation in the teaching of media management and economics. The award honors the memory of Barry Sherman, who at the time of his death in May 2000 was Lambdin Kay Professor in the Grady College of Journalism and Mass Communication at the University of Georgia. Sherman was director of the prestigious Peabody Awards from 1991-2000. He authored *Telecommunications Management: Broadcasting/Cable and The New Technologies*, and, with Joseph Dominick, all three editions of *Broadcasting/Cable and Beyond: An Introduction to Modern Electronic Media*.

During his 19 years at Georgia, the university honored Sherman twice for teaching excellence. In 1995, the International Radio and Television Society Foundation named him a Stanton Fellow for his "outstanding contribution to electronic media education."



Barry L. Sherman

Guidelines for the Sherman Teaching Award

Eligibility for the award: Any member in good standing of the AEJMC Media Management and Economics Division, excluding the current chair of the Teaching Standards Committee and the previous year's winner. A division member may not nominate himself or herself.

Nominations: Nominations for the award should be made to the division's Teaching Standards Committee chair by April 15 of each year. Nominees, if wish to be considered, must submit four copies of the following by May 15:

- Syllabi from one or two classes (graduate or undergraduate) devoted primarily to media management or economics.

- Up to three examples of supporting instructional materials in media management or economics. The supporting materials should demonstrate evidence of teaching excellence or innovation.

Judging: Once nominations have closed, the Teaching Standards chair will name three judges from three different colleges or universities to review materials from nominees. The Teaching Standards chair may not be a judge and nominees for the award may not be

judges. The Teaching Standards chair will send each judge a description of the award and materials supplied by each nominee. Each judge will independently review materials from all nominees and send the Teaching Standards chair his or her top three choices for the award. Those choices should be rank ordered from first to third, without ties. The winner will be the nominee with the highest aggregate ranking from the three judges. In the

event of a two-way tie for first place, the Teaching Standards chair will eliminate the lowest-ranked nominee and ask the judges to rank order, without ties, the two remaining nominees. In the event of a three-way tie for first place, the Teaching Standards chair will review the syllabi and supporting materials, eliminate one of the nominees and ask the judges to rank order, without ties, the remaining two nominees.

The award: The winner will be notified before the AEJMC annual conference and the award will be presented at the division's annual business meeting.

For consideration of the 2001 The Barry Sherman Teaching Award, please send all nominations and supporting materials to:

Sylvia Chan-Olmsted
Department of Telecommunication
College of Journalism and Communications
University of Florida
Gainesville, FL 32608
chanolmsted@jou.ufl.edu

MME Division Schedule for AEJMC Convention

(Panel titles may change. Panel topics and schedules will not change)

Saturday, Aug. 4

Pre-Convention
1-5 p.m.
Using Census 2000 Data in the Journalism
Classroom

Sunday, Aug. 5

8:15-9:30 a.m.
Refereed Research Paper Session

9:45-11:15 a.m.
Clustering Behavior in Media Ownership: How Has
It Affected Advertising and Management?

1:00-2:30 p.m.
Refereed Research Paper Session

2:45-4:15 p.m.
Scholar-to-Scholar Refereed
Research Paper Session

4:15-5:45 p.m.
Community Journalism, Audience
and Stakeholders

6:00-7:30 p.m.
Mainstreaming Diversity:
Teaching Diversity in Non-
Diverse Classrooms and Courses
Not About Diversity

Monday, Aug. 6

1:00-2:30 p.m.
New Wine in Old Bottles: Organizing and
Managing Media Companies in the Age of
Convergence

2:45-4:15 p.m.
Opportunities and Challenges of Convergence in
the New Millennium

4:30-6:00 p.m.
The Razor's Edge: Will University Presses and
Academic Publishing Companies Survive?

8:00-9:30 p.m.
Refereed Research Paper Session, Co-sponsored
with Newspaper Division

Tuesday, Aug. 7

8:30-10:00 a.m.
MME Division Business Meeting

1:00-2:30 p.m.*
Off-Site Session: The FCC and The Economic
Challenges of the Telecommunications Industry: A
Regulatory Perspective

*The session before and after
this one were not scheduled to
allow division members to trav-
el to and from the FCC.

4:30-6:00 p.m.
Refereed Research Paper
Session

6:15-7:45 p.m.
Division Executive Committee
Meeting

Wednesday, Aug. 8

8:45-10:15 a.m.
Merger Mania and the Media:
Legal and Business
Implications



1:00-2:30 p.m.
Mini-plenary on the Issues and Management of
Low-Power Radio

2:45-4:15 p.m.
Federal Funding for Social Science and Humanities
Research

Greet old friends, meet new ones at AEJMC convention

by Al Greco, MME Division Head

Once a year, we all get together at AEJMC to talk with old friends, hear about the latest research, and meet new friends. It is a busy meeting filled with hundreds of panels and paper sessions as well as very early and very late sessions, but somewhat it all works.

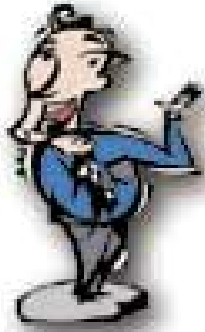
This year we will get together in Washington, D.C. (August 5th through the 8th) at the Grand Hyatt Washington (see the AEJMC web site for full details) and the MME program looks great.

After months of meetings, e-mails and planning, the MME panels are in place for the 2001 Annual Meeting. Ann Hollifield worked diligently with Sylvia Chan-Olmsted (chair of the teaching standards committee), Phil Napoli (chair of the research committee), Jim Mueller (PF & R chair) as well as George Daniels (Georgia), Gracie Lawson-Borders (SMU), Randy Beam (Indiana), and Peter Gade (Oklahoma) to craft a program that will appeal

to MME members and other AEJMC members. This newsletter lists all of the MME panels.

Hugh Fullerton and his panel of judges are working on reviewing the paper submissions, and Hugh reports that this crop of papers looks very impressive. The complete list of paper sessions (along with a list of the panels) will appear in a newsletter sometime in late May or early June.

I hope you will join us in D.C.!



Midwinter Conference MME Papers

"Market Structure and the Rise of Newspaper Chains in the U.S.:
A Case Study of the E.W. Scripps Newspaper Company, 1880-1915"
Gerald J. Baldesty, University of Washington

"What's the Difference? Comparing Content of Newspapers with Strong and Weak Market Orientations"
Randal A. Beam, Indiana University

"The Secret Ingredient of a Successful Media Merger: Toward a resource-Based Theory of Consolidation"
George L. Daniels, University of Georgia

"Interfering Owners or Meddling Advertisers:
How Network Television Correspondents Feel About Self-Censorship and Promotional News Stories"
Cindy Price, University of Wyoming

"Rate-Setting Procedures for Preprint Advertising at Nondaily Newspapers"
Ken Smith, University of Wyoming

"Time to Market: An Exploratory Study of the Print Media Promotion of New Corporate Names"
Sue Westcott Alessandri, University of North Carolina at Chapel Hill