

MIME Record

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Midwinter meeting in Georgia a runaway success

By Ann Hollifield, Division Head

Issues of media objectivity in the face of war, the challenges university journalism programs face in the age of media industry convergence and strategies for successful academic careers dominated discussions at the Midwinter Conference sponsored by Media Management and Economics and four other AEJMC divisions.

Nearly 100 faculty, graduate students and media professionals attended the conference, held at the University of Georgia in Athens, Feb. 8-10. The event was co-sponsored by MME, Visual Communication, Civic Journalism, Communication Technology & Policy and Radio-Television Journalism. The conference included three plenary panels and nine refereed research sessions.

The three-day meeting was hosted by the University of Georgia's Michael J. Faherty Broadcast Management Laboratory, Cox Institute for Newspaper Management Studies and Henry W. Grady College of Journalism & Mass Communication.

The problems that the American Media have faced in covering the events of Sept. 11 and the war in Afghanistan dominated the conference's theme session, "Media and Terrorism." A lack of experienced international correspondents has been one of key problems, according to panelist Tim Lister, Vice President of CNN International.

"They gave up international coverage 10 years ago, so having (Midwinter, Cont. page 2)



Bert Roughton, Jr., Crisis Editor of the Atlanta Journal Constitution (center) speaks at in the "Media and Terrorism" panel session. Other panelists were (L to R) Leonard Ray Teel, Director of the Georgia State University Center for International Media Education; Sheila Teft, Journalism Program Director, Emory University; and Tim Lister, Vice President, CNN International.

Don't Forget! April 1 deadline for Miami papers



The Media Management and Economics Division invites original research paper submissions to be considered for presentation at the annual AEJMC convention in Miami, Fla., August 7-10. The MME Division will consider papers on a broad variety of topics related to either media management or media economics, representing all theoretical points of view and analytical techniques. The Division awards prizes for the top papers in both faculty and graduate student divisions.

SEND SUBMISSIONS TO: Hugh S. Fullerton, School of Public Communication, Box 2299, Sam Houston State University, Huntsville, Texas 77341-2299. Questions should be directed to Hugh at scm_hsf@shsu.edu or (936) 294-1522.

For more information about all of the rules for submission, please visit the MME division web site at <http://www.miami.edu/com/mme/callforpapers.htm>.

Midwinter (Cont. from page 1)

to ratchet that back up and understand a culture was a real problem,” Lister said. “They don’t have that core of experienced international correspondents who are able to go into another culture and understand a place like Afghanistan or Pakistan.”

Despite such issues, the four panelists agreed that the media have, for the most part, risen to the occasion. “We have dramatically increased our news hole for foreign coverage and I think that will last for a long time to come,” noted Bert Roughton, Jr., Crisis Editor for the Atlanta Journal Constitution. “The whole effect of Sept. 11 on us, and I hear this across the whole newspaper industry, is a new commitment



Ann Hollifield, Univ. of Georgia, presents her paper, "Innovation Management: Newspapers and the Internet"

to serious, thoughtful news reporting.”

Sheila Tefft of Emory, a former South Asia correspondent for the Christian Science Monitor, and Leonard Ray Teel, Director of the Center for

International Media Education at Georgia State, also served on the panel, which was organized and moderated by RTVJ Vice Head and Program Chair Lee Hood of the Univ. of Colorado.

The issue of convergence and its implications for journalism programs was the topic that dominated the second plenary panel. The four panelists offered different definitions of convergence, but shared similar views that teaching technology should not be a high priority for university courses.

“I believe convergence is driven by non-news business executives who think one building can house all the operations; non-news executives who believe that one staff can do it all,” said Conrad Fink, Director of the Cox Institute for Newspaper Management Studies at the Univ. of Georgia. He added that both journalists and journalism educators needed to ask whether cost considerations should drive journalism or journalism curricula.

Scott Woelfel, President of Armchair Media and founder and former CEO of CNN Interactive, noted

that no “breakout” application of converged media has yet been developed. But he also pointed out that the demand for media delivered across different platforms is growing. Meeting the constantly rolling deadlines of instant media will require that the next generation of journalists be excellent reporters who understand that their audience is always waiting for the next update, not the next news cycle.

Kurt Greenbaum, Mid-Atlantic general manager for Media General Interactive, agreed that students need to be taught first to think and report, but added, “We need to be teaching students to think about this!” For journalism programs, however, adding a focus on convergence is problematic, noted Jack Zibluk of Arkansas State. “We’re under pressure to cut back requirements and hours because it costs students too much to graduate,” he said.

For more complete information about the panels, go to <http://www.grady.uga.edu/faherty/home.html>.

In addition to the two plenary sessions that took place on Saturday, 32 research papers were presented. One session showcased research on the conference theme of media and terrorism. The others focused on such topics as research on professional freedom and responsibility, management, the World Wide Web and online newspapers. Papers from all divisions were included so that attendees had the opportunity to hear research from a wider variety of perspectives than usual in AEJMC-refereed research sessions.

Each division issued its own call for papers and managed the divisional refereeing process. Louisa Ha of Bowling Green served as MME’s Midwinter Paper Competition Chair and took the lead in organizing all of the accepted papers from the different divisions into the conference’s final research program. Michael Devitt served as paper chair for Civic Journalism. Kathy Bradshaw, also of Bowling Green, was paper chair for RTVJ, while Kimberly Sultze of St. Michael’s College served in that position for VisCom. Connie Davis of Ohio University was Paper Chair for Communication Technology & Policy.

Of the papers, more than half were presented by graduate students, including many who presented at an academic conference for the first time. “We accomplished our primary purpose of providing an opportunity for graduate students to present their research,” said Ann Hollifield, Division Head of MME and (Midwinter, Cont. page 3)

Midwinter (Cont. from page 2)

organizer of the conference. “A number of people who came asked whether our divisions were going to offer another Midwinter next year.”

The final plenary session of the conference was a “Breakfast with Senior Scholars” held on Sunday morning. Former MME Division Head Stephen Lacy of Michigan State; Alison Alexander, Head of the Department of Telecommunications at Georgia; Lee Becker, Director of the Cox Center for International Mass Communication Training and Research at Georgia; and Joe Dominick, Professor at Georgia, offered advice to young academics about how to manage the pressures of the university life.

“Don’t look at it as a teaching job,” Becker advised. “Think about it as joining an academic unit as a professor. Then look at that unit’s expectations for all the things they want you to do.”

The demands of academic jobs have changed over the years, panel members noted, with professors facing more pressure to do more things and to start bringing in outside funding. The key to success is making good decisions about where to invest one’s time. “Don’t spend your time writing books or writing major grants,” Alexander advised those who did not yet have tenure. “It’s too high risk as a strategy.”

“There are many things that comprise your life,” Lacy noted. “Make sure that you give up the things in your life that are not as important. You can balance work and family, but you’re going to give up other things.”

As a result of the high level of participation in the Georgia conference, discussions about a multi-division Midwinter Conference in 2003 are already under way. Ideas about future conferences are welcome and discussion will continue at the Division’s business meeting in Miami.

Congratulations to MME Midwinter Conference presenters

“Will Fun Lead to Fund? An Examination of Process and Product Oriented Online Experiences and Purchase Behaviors,” Annisa L. Lee, University of North Carolina at Chapel Hill

“Toward an Evolutionary Model for Analyzing Media Industries and Firms: Focusing on Multi-Point Competition,” Byeng Hee Chang, University of Florida

“Global Expansion of U.S.-Based Advertising Agencies: Entry Mode Selection Between Mergers & Acquisitions and Joint Ventures,” Jaemin Jung, University of Florida

“Vertical Integration and Market Foreclosure in The Broadcast Television Networks,” Choongok Lee, University of Florida

“Copyright for Competitive Advantage,” Benjamin J. Bates, University of Tennessee

“Difference in Resource Allocation Patterns and Strategic Choice: Diversification Mode in the Broadband Television Industry,” Jae-Won Kang, University of Florida

“An analysis of the online newspaper market: A strategic management approach,” Daniela V. Dimitrova, University of Florida

“Innovation Management: Newspapers and the Internet,” Shashank Saksena and Ann Hollifield, University of Georgia

“The Diffusion of Mobile Commerce in Singapore: A Diffusion-of-Innovation Approach,” Kenneth C. C. Yang, National University of Singapore

“The Impact of Media Mergers on the Quality of International News Coverage,” Ana Tereza Condé Pereira, Bowling Green State University

“The Media Monopoly and Quality of News Reportage and Objectivity in America-An Empirical Analysis,” Serajul I. Bhuiyan, Alcorn State University

“Divestiture Strategies of Major Media Firms: An Exploratory Review,” Daphne Landers, University of Florida

Division finalizes the panel lineup for Miami convention in August

By Sylvia Chan-Olmsted, Division Vice Head

The Media Management and Economics Division has finalized an exciting program for the August convention in Miami, Florida. The Division successfully scheduled nine excellent panels and five research sessions onto the final convention program at the Midwinter chip auction held in Dallas in early December.

In the weeks before Midwinter meeting, the MME Division had a call for panel proposals and received a total of 18 submissions. I then asked all MME executive board members to rank the proposals and identify their priority proposals for each of the three areas in research, PF&R and teaching. A total of 12 MME proposals were then submitted to AEJMC based on the board members'

recommendations and the goal of organizing a list of panels that would best serve the needs of MME members without duplications with previous year's programs. AEJMC received 208 panel proposals from all divisions and interest groups this year. We proceeded to contact the program chairs from other divisions and interest groups, seeking co-sponsorships for the MME proposals prior to the chip auction.

MME Division president Ann Hollifield; Vice Program Chair, Randy Beam; and I attended the Midwinter meeting in Dallas. After an interesting roundtable auction process, I'm delighted to report that we were able to schedule a total of nine terrific panels, five research sessions, and one pre-convention workshop in the conference schedule. Best of all, the MME Division will be able to reach out to many other divisions and interest groups as we

successfully negotiated co-sponsorships for eight MME panels with representatives from Radio and Television Journalism, Newspaper, Internships and Careers, Public Relations, Comm Tech and Policy, Comm Theory and Methodology, Advertising, and Minorities and Communication. Also, there will be

no panel or research sessions beginning before 8 a.m. or ending after 6:30 p.m.

Corresponding to the AEJMC theme of this year, "Ways of Knowing," and taking advantage of Miami's rich cultural media market, the MME Division has assembled a convention program that will address many important media economics and management issues in this unique setting.

Among the highlights of the Division's program in Miami will be a pre-

convention workshop about the unique crime news environment in Miami. We will have a sole-sponsored showcase panel on media management challenges in a culturally diverse marketplace. There will also be panels discussing the management of disasters, Wall Street and its impact on news, the Spanish language media market in the U.S., the effects of media on the economy, media and terrorism, and the economics of new audience measurement technologies. We will tackle teaching issues with panels on teaching across cultures and borders and preparing students for the business of media through internships in sales, finance, and management.

We thank everyone who submitted panel ideas to the Division this year and are looking forward to seeing you in Miami.



Nomination packets for Sherman Teaching Award due by April 15

By Dan Shaver, Named Awards Committee Chair

The Media Management and Economics Division is seeking nominations for the Barry Sherman Teaching Award, which recognizes excellence and innovation in the teaching of media management and economics.

The award is in honor of Barry L. Sherman of the University of Georgia, who died in May 2000. Sherman was best known as the director of the George Foster Peabody Awards for Excellence in Radio, Television and Cable. He was the author of a leading media management textbook, *Telecommunications Management*, and a frequent contributor to MME Division teaching panel sessions.

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, the Named Awards Chair and the previous year's winner, may be considered. Members may not nominate themselves.

Nominations: Nominations for the award should be made to the division's Teaching Standards Committee chair by April 1. Nominations may be by mail or e-mail and only the nominee's name and school are required. Nominees will be contacted by the Teaching Chair and, if they wish to be considered, must submit four copies of the following by April 15:

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

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

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.

Please send all nominations and supporting materials for the 2002 The Barry Sherman Teaching Award to: Randal A. Beam, School of Journalism, 200 Ernie Pyle, Indiana University, Bloomington, IN 47405, e-mail: rabeam@indiana.edu.

Call for papers -- The International Journal on Media Management

By Bozena Mierzejewska, Executive Editor

Focus Theme: Media and Communities

JMM - The International Journal on Media

Management welcomes submissions from academics and practitioners involved in the field of media management.



The purpose of this issue is to provide a forum for topics addressing issues related to communities and its impact or relationship to media management.

Papers dealing with (but not limited to) the following topics are invited:

- * communities driven content management
- * communities as advertising target

- * communities and media consumption patterns
- * trust issues
- * digital identity
- * managed communities industries
- * profiting from user generated content
- * special interest groups
- * communities of practice
- * virtual enterprise networks

Important Deadlines:

Submission: March 29, 2002

Acceptance Decision: May 6, 2002

Publication: June 2002

http://www.mediamanagement.org/netacademy/publications.nsf/all_pk/1994

To submit mail to media.editors@netacademy.org.