
MME Record

Newsletter of the Media Management and Economics Division of AEJMC

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Special Nominations Issue

Teaching Award Nominations Due by April 10

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

Any division member is eligible for the award but may not nominate himself or herself. Nominations should be sent to **Jim Eggensperger** at Iona College by **April 10**.

Nominees will be contacted and asked to submit supporting material.

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.

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."

The winner will be notified before the AEJMC annual convention in Toronto Aug. 4-7, and the award will be presented at the Division's members meeting. Last year's winner was **Ann Hollifield** at the Grady College of Journalism and Mass Communication at the University of Georgia.

For more information or to make a nomination contact Jim Eggensperger, 715 North Ave., Department of Mass Communication, Iona College, New Rochelle, NY 10801.

Nominations may be sent by e-mail to jeggensperger@iona.edu.

Robert Picard Award to Honor Best Book, Monograph

The MME Division is seeking nominations for the Robert Picard Award to honor the author(s) of a book or a monograph published during the last year that makes a significant contribution to the field of media management and economics.

The Division's Named Awards Committee selects the winner. Nominations should be submitted by **April 15** to **Jim Eggensperger** at Iona College.

The award is named in honor of Division member and senior scholar Robert Picard of the Jönköping International Business School. Last year's winner was **John Dimmick** of The Ohio State University. He was honored for his book "Media Competition and Coexistence: The Theory of the Niche." Previous recipients include **Benjamin Compaine** and **Douglas Gomery** for "Who Owns the Media" (2001) and **David Croteau** and **William Hoynes** for "The Business of Media: Corporate Media and the Public Interest" (2002).

AEJMC members are invited to nominate books or monographs for the award. Self-nominations are acceptable.

Send nominations with a complete citation (title, author, publisher, and year of publication of the book) and a short statement on the book's contribution to the field of media management and economics to Jim Eggensperger, Chair, Named Awards Committee, Department of Mass Communication, 715 North Ave., New Rochelle, NY 10801. His e-mail address is jeggensperger@iona.edu.

Winning author(s) will be notified before the AEJMC annual convention in Toronto Aug. 4-7. The award will be presented at the Division's members meeting.

Women's Commission Seeks Nominees for 4 Awards

Mary Gardner Award

Graduate students who conduct research on women in journalism and mass communication are invited to apply for the Mary Gardner Award. This award is designed to fund research that has the potential to make an excellent contribution to the scholarship on women and journalism and mass communication.

The award honors Mary Gardner, professor emeritus at Michigan State University and the first woman elected president of AEJMC. Applicants should send four copies of a three-to-five page description of the project and its potential contribution and the application's qualifications for undertaking the project. A three-person panel will judge the applications.

Mary Ann Yodelis Smith Award

Applications are invited for the Mary Ann Yodelis Smith (MAYS) Award, which funds feminist scholarship that has the potential to make significant contributions to the literature of gender and media. First presented in 1995, it honors Mary Ann Yodelis Smith, a past president of AEJMC and longtime advocate for women in the academy.

Applicants should send four copies of a five-to-seven page description of the project and its potential contribution to the scholarship on gender and the media and a brief one-page description of the applicant's qualifications for undertaking the project. A three-person panel including a past recipient of the award will judge applications.

Donna Allen Award

The Donna Allen Award recognizes feminist advocacy by a woman or group. This award honors Donna Allen, founder of the Women's Institute for Freedom of the Press in Washington, D.C.

Submissions should demonstrate how the nominee's feminist media activism promotes the rights and freedoms of women and minorities across the world. Nominees need not be AEJMC members.

Outstanding Woman in JMC Education

This award honors a woman who has represented women well through excellence and high standards. Nomination letters must detail that individual's contributions to journalism and mass communication education

The deadline for all award nominations is May 3. Send nomination letters and materials for all four awards to:

Erika Engstrom

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Las Vegas, NV 89154-5007

Inquiries to Mengstrom@ccmail.nevada.edu.

<http://www.aejmc.org/calls/>

Toronto Convention Sessions

Tuesday, Aug. 3

- 8 a.m.-5 p.m., Pre-convention Audience Research Workshop

Wednesday, Aug. 4

- 1:30-3 p.m., "Mass Marketing NOT!"
- 3:15-4:30 p.m., Mini-Plenary
"Convergence Comes to Canada:
Lessons From North of the Border"

Thursday, Aug. 5

- 11:45 a.m.-1:15 p.m., "Strengths and Weaknesses of Various Research Tools"
- 3:15-4:45 p.m., "Culture Clash:
Challenges for Converged Newsrooms"
- 5-6:30 p.m., "Mergers and Acquisitions
in Four Media Industries: Findings from
the MME Bibliography Project"

Friday, Aug. 6

- 5-6:30 p.m., "Trends in Research on the
Political Economy of Media"
- 6:45-8:15 p.m., "Technology and Health
Communication"

Saturday, Aug. 7

- 10-11:45 a.m., "Viewing the Audience"
- 3:15-4:45 p.m., "Ethical Implications of
Concentration"

Combating Online Dishonesty

By Steven J. Dick, Southern Illinois

Online research has allowed people to access information more efficiently than ever before. The downside of all this available information is that it makes dishonesty even easier.

When a student can copy most of a term paper from the Internet or buy papers outright, it becomes very tempting in those lonely nights before deadline. The busy student, trying to balance work, studies and extra-curricular activities may find it easy to believe this is an ethically gray area.

Plagiarism has always been a concern. However, recent research found that the amount of online plagiarism is comparable to conventional plagiarism – about 25 percent from each source. More telling is that 90 percent of the subjects to this study assumed others were plagiarizing content. The environment created by fast, easy plagiarism makes honest students feel they are disadvantaged.

Some students honestly claim that they do not understand the standard for plagiarism. There is some reason to support this.

Some students come from environments with different (or no) standards for plagiarism. Journalism students writing news stories tend to have a different standard for attribution than is found in academic work. Finally, with classes growing larger, there are often fewer traditional term papers for students to do.

Clearly, the first step is to establish and publish a standard. The standard should include two considerations – amount and value of the material taken.

Amount can be defined with word limits on what can be taken and what must be attributed. Value is a softer variable. It is important that the students understand that you need to attribute valuable ideas. At the same time, a professor must ask the student, “Why am I reading your paper when it is simply a paraphrase of someone else’s work? I can read their work.”

Identifying plagiarism is not as easy as it seems. Some students plan early to plagiarize. This makes developmental assignments (e.g., citations lists, drafts) less effective. Some will claim that

you can do a Google search of a passage. This is practical if you are dealing with a rather unpopular topic area. Oral defenses are time consuming but help to identify suspicious students.

Online anti-plagiarism services are fast and objective. While they are not always effective, the threat is worrisome to students. The problem is that they are costly.

A single license for a professor is around \$100 a year. Departments can go up to \$1,000 per year. The originality report produced by these services allows the professor to decide what plagiarism is by showing the original and the student’s work.

Consider:

TurnItIn.com

MyDropBox.com

Participation Grows In Mid-Winter Conference

The MME Division was responsible for 13 papers presented at the Mid-Winter Conference held Feb. 27-29 at Rutgers University. This was an increase in the number of participants over the previous year, according to **Sue Westcott Alessandri**, the director of the Division’s paper competition for the conference.

In all, more than 80 papers were presented at the conference. Along with MME, conference sponsors were the Civic Journalism Interest Group, Graduate Education Interest Group, Science Interest Group, Communication Technology and Policy Division and Visual Communication Division.

The MME authors whose scholarship was presented at the conference were **Bob Trybalski, John C. Taylor, Jessie Lee Campbell** and **Stephan Foust** of Middle Tennessee State; **Byeng-Hee Chang, Yang-Hwan Lee** and **Seung-Eun Lee** of the University of Florida; **Walter S. McDowell** of the University of Miami; **Steven J. Dick** of Southern Illinois; **Heidi Hennink-Kaminski, Eunice Oglice** and **Amy Jo Coffee** of the University of Georgia; **Ting (Maggie) Zhang** of Syracuse; and **Susan Keith** of Arizona State.

Leslie-Jean Thornton of SUNY-New Paltz participated on a panel about technology challenges facing media managers. Keith of Arizona State was panel moderator.

Media Management and Economics Division Executive Committee, 2003-2004

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