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# MME *Record*

Newsletter of the Media Management and Economics Division of AEJMC.

Spring 2005

Number 48



August 10 - 13, 2005, San Antonio, Texas

## Convention Deadline Issue

The AEJMC 2005 Convention will take place at the Marriott Rivercenter in San Antonio **August 10 to 13**. Several pre-convention workshops will take place on Tuesday, August 9.

### Featured sessions:

- The AEJMC **keynote** session will feature Alejandro Junco de la Vega, who heads the newspaper group *Reforma* in Mexico. It publishes three papers: *Reforma* in Mexico City, *Mural* in Guadalajara and *El Norte* in Monterrey. The session will be Wed., Aug. 10 at 6:45 p.m.
- The AEJMC **plenary** will focus on Media Literacy, and whether it has a place in JMC education. Special speaker will be Dr. James Potter of the University of California at Santa Barbara. The session will be Thurs., Aug. 11 at 10 a.m.

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## 2005 AEJMC Convention

### Call for Papers

### Media Management and Economics Division

The Media Management and Economics Division invites original research paper submissions to be considered for presentation at the annual AEJMC convention, to be held in San Antonio, Texas, on August 10-13, 2005. 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 MME Division awards prizes for the top papers in both faculty and graduate student divisions.

The division encourages paper submissions pertinent to media management and economics that include, but are not limited to, the following topics:

- historical and legal issues;
- innovation and technology;
- government policy and regulation;
- political economy;
- international and cross-cultural studies;
- media sociology and organizational cultures;
- teaching media management and economics.

**Paper Requirements:** Follow the [uniform AEJMC call for papers](#). Student papers compete on an equal footing in MME paper competitions. E-mail and Fax submissions are NOT acceptable.

SEND ALL SUBMISSIONS TO:

Krishna Jayakar,  
College of Communications,  
Penn State University,  
304B James Building,  
State College, PA 16801.

Questions should be sent to [kpj1@psu.edu](mailto:kpj1@psu.edu).

### AEJMC Uniform Paper Call

The programming groups within the Council of Divisions of the Association for Education in Journalism and Mass Communication invite submission of original, non-published research papers to be considered for presentation at the AEJMC Convention, Aug. 10-13, 2005, in San Antonio, Texas.

Specific requirements for each competition — including limits on paper length — are spelled out in the listing of groups and research chairs that appear below. Unless otherwise specified, the following uniform call will apply to all competitions:

1. Submit the paper to the research chair of a group appropriate to the paper's topic.
2. Send the paper by first class or priority mail, postmarked no later than April 1, 2005. Acceptance by an overnight delivery service by the deadline is acceptable.

E-MAIL AND FAX SUBMISSIONS ARE NOT ACCEPTABLE.

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3. Include an abstract of no more than 75 words on a separate page.
  4. Identify the paper's author(s) and affiliation on the title page only and include the mailing address, telephone number and, if available, e-mail address of the author to whom inquiries about the submission should be addressed. Also submit any AV needs should the paper be accepted. The title should be printed on the first page of the text and on running heads on each page of text, as well as on the title page.
  5. Send the appropriate division or interest group research chair six typed or computer-printed copies of the paper. If you prepare your paper on a personal computer, you are also required to include a Macintosh or IBM-compatible computer disk (3-1/2 inch preferred) containing the paper in digital form. Preferably the disk file will be in low-level ASCII, in a non-proportional font such as Courier with a line length of 65 characters or less. The complete paper should be in one file containing the title page, body, tables, references, etc. If this is not possible, the paper should be submitted in a standard word-processing format such as: Word, WordPerfect, MacWrite, or RTF. All the components of the paper should be in one file.
  6. Sign the accompanying reproduction permission form and enclose it with the paper submission. Exceptions from the disk requirements may be granted by the research chair of the division or interest group to which the paper is being submitted. Contact each directly.
  7. Papers are accepted for peer review on the understanding that they are not already under review for other conventions and that they have been submitted to only one AEJMC group for evaluation. Papers accepted for the AEJMC convention should not have been presented to other conventions or published in scholarly or trade journals prior to presentation at the convention.
  8. Student papers compete on an equal footing in open paper competitions unless otherwise specified by the individual division or interest group. Individual group specifications are appended to this uniform call and printed in AEJMC News.
  9. At least one author of an accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.
  10. By May 16 authors will be advised whether their paper has been accepted and will receive a copy of the reviewer's comments. Contact the paper chair if you are not notified or with questions about paper acceptance.
  11. Authors who wish to have a revised, rather than the original, version of their paper distributed must submit two paper copies and, for papers produced on computer, one disk copy of the revised paper with a signed reproduction permission form to AEJMC, 234 Outlet Pointe Boulevard, Suite A, Columbia, SC 29210-5667, by first class mail postmarked no later than June 15.
  12. Authors must provide photocopies of their paper for distribution in the paper sales room at the convention. Authors who submit a copy of the paper on disk must provide 20 photocopies; others must provide 40 copies. Authors may bring copies with them to the convention, mail them to the convention site or make arrangements to have a copy service in the convention city make the copies. Details on these options will be provided to authors of accepted papers.
  13. Research papers are made available through distribution at the convention site, from an archive maintained by AEJMC Headquarters, through the ERIC microfiche archive available at many libraries and by online distribution over the Internet.
  14. Authors retain copyright of their papers and are free to submit them for publication elsewhere.
  15. Further, the AEJMC Executive Committee approved the following statement in August 1995 regarding on-line availability of AEJMC research papers: "The AEJMC Executive Committee maintains that authors of papers presented at its annual meeting and then made available on-line retain the copyright and that on-line availability of papers does not constitute a bar to subsequent publication in official AEJMC publications. Authors retain copyright until they sign a formal agreement with a journal." Online paper warning: While AEJMC and its journals do not consider online dissemination "publication," some academic journals may. Please be aware of the policies of journals you may wish to submit your work to.

Special note: Authors who have submitted papers and have not been notified by May 16, MUST contact the division or interest group paper chair for acceptance information. The AEJMC Central Office may not have this information available.

## AEJMC Convention Paper Reproduction Permission Form

Paper Title:
Author(s):
Group Paper Submitted to:

### AEJMC Archives

AEJMC has traditionally made photocopies of convention papers available to researchers upon request. More recently it has made papers available electronically over the global Internet.

In August 1995 the AEJMC Executive Committee passed a formal statement that "authors of papers presented at its annual meeting and then made available on-line retain the copyright and that on-line availability of papers **does not** constitute a bar to subsequent publication in official AEJMC publications. Authors retain copyright until they sign a formal agreement with a journal."

**NOTE:** Authors should be aware that other journals may consider the online dissemination a form of publication. Please check with journals you may consider submitting to, before granting online permission.

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Signature:	Date:
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### ERIC

AEJMC cooperates with the Educational Resources Information Center (ERIC) of the U.S. Department of Education, which distributes research papers in microfiche, paper, electronic, and optical media form.

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Signature:	Position:
Printed Name:	Organization:
Address:	Telephone Number:
	Date:

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## Teaching Award Nominations Due by April 15

The Named Awards Committee of 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 15. Nominees will be contacted and asked to submit supporting material by May 15. Supporting materials will include

- Syllabi from one or two courses (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

The award honors the memory of Barry Sherman was Lambdin Kay Professor in the Grady College of Journalism and Mass Communication at the University of Georgia at the time of his death in 2000. He served as 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 of the award will be notified before the AEJMC annual convention in San Antonio Aug. 10-13, and the award will be presented at the Media Management and Economics Division's annual meeting.

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](mailto:jeggensperger@iona.edu).

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## **Nominations Sought For Best Book or Monograph in Media Management or Economics**

The MME Division is seeking nominations for the 2005 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 May 1 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 Professor Philip Napoli of Fordham University. He was honored for his book "Audience Economics: Media Institutions and the Audience Marketplace."

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

To nominate a work provide the following:

- A written nomination 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.
- Three copies of the work, whether book or monograph.

Jim Eggensperger,  
Chair, Named Awards Committee,  
Department of Mass Communication,  
715 North Ave., New Rochelle, NY 10801.

His email address is [jeggensperger@iona.edu](mailto:jeggensperger@iona.edu).

Winning author(s) will be notified before the AEJMC annual convention in San Antonio, Aug. 9 – 13. The award will be presented at the Division's members meeting.

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## More Convention Information

### Registration Rates:

#### "Early Bird" Registration (by July 8, 2005)

Member .....	\$110
Non-Member* .....	\$210
Student Member .....	\$45
Non-Member Student* .....	\$85
Retired Member .....	\$45

#### Regular Registration (after July 8, 2005)

Member .....	\$150
Non-Member* .....	\$250
Student Member .....	\$60
Non-Member Student* .....	\$100
Retired Member .....	\$60

(\*Only Non-member rates include AEJMC membership dues)

*The convention registration form will be included in the AEJMC Convention Promo. The Promo will be mailed to the membership in late April. Non-members may contact Janet at [aejmcassistant@aol.com](mailto:aejmcassistant@aol.com) to receive convention promotional materials.*

### Hotel Information:

- The headquarters hotel will be **The Marriott Rivercenter Hotel** on the famed San Antonio River Walk. Special AEJMC hotel rates are \$144 single, \$167 double, \$187 triple and \$207 quad (plus 16.75% taxes). To make reservations, call 800-228-9290. Mention AEJMC for access to special rates.
- For more information on the Marriott, visit [www.marriott.com](http://www.marriott.com).

### Latin Travel Support:

- AEJMC has a limited amount of travel money to assist journalism and mass communication educators from Latin America in attending the AEJMC Convention in San Antonio August 10 to 13. **Click here** for more information.

### Exhibit Information:

- **Exhibit Dates:** August 10 - 12, 2005
- The Convention offers two avenues for companies to share information with convention attendees: advertising in the convention program and displaying products in our exhibit area. The exhibiting and advertising information is available now (PFD file). The contact for these opportunities is Fred Williams at the AEJMC Central Office ([fredaejmc@aol.com](mailto:fredaejmc@aol.com)).

**For information on San Antonio visit [www.sanantoniovisit.com](http://www.sanantoniovisit.com)**

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## MME Division AEJMC-San Antonio 2005 Convention Sessions

<b>Date</b>	<b>Time</b>	<b>Session type/name/sponsors</b>
Tues., Aug. 9	1 – 5 p.m.	Pre-convention: “Buying and Selling Media Properties”
Wed., Aug. 10	3:15 – 4:45 p.m.	Mini-plenary: “The Emerging Latino Media” Co-sponsors: Mass Comm & Society, Newspaper, and Community Journalism
	5 – 6:30 p.m.	PF&R: “Media, Economics and Democracy” Co-sponsor: International Communication
Thurs., Aug. 11	8:15 – 9:45 a.m.	Research: “Mergers and Acquisitions in the Media and Telecommunications Industries” Co-sponsor: Law
	11:45–1:15 p.m.	Refereed Research Papers
	3:15 – 4:45 p.m.	PF&R: “Meeting the Leaders of a Media Giant” Co-sponsor: Radio-Television Journalism
	5 – 6:30 p.m.	Refereed Research Papers
	6:45 – 8:15 p.m.	MME Business Meeting
Fri., Aug. 12	7 – 8 a.m.	MME Executive Board Meeting
	8:15 – 9:45 a.m.	Research: “Weather Vane: Checking the Wind Direction on Convergence” Co-sponsor: Newspaper
	11:45 –1:15 p.m.	Scholar-to-Scholar Refereed Research Papers
	1:30 – 3 p.m.	Research: “Issues and Trends in Media Management Research” MME sole sponsored
	3:15 – 4:45 p.m.	Teaching: “Management Consulting Research as Alternative Careers for Graduate Students” Co-sponsor: Council of Affiliates
	5 – 6:30 p.m.	Refereed Research Papers
	6:45 – 8:15 p.m.	Refereed Research Papers