
MME Record

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Media Management and Economics Division

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Getting Ready for Washington Issue

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*This was a great year for
the paper competition
with 52 entries.*

MME Division has many friends and sessions

By Cindy Price

Vice Head and Programming Chair

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Every year each division of AEJMC has a certain number of programming slots for the national conference (see related article in this newsletter) and this year we have several partners in the process.

Our division had many excellent panel proposals that interested not only our members, but also other division leadership. Therefore, we have a number of sessions this year that are spread across all of the days and times. You are sure to find something that is right up your alley!

The AEJMC conference will run from Wednesday, Aug. 8 through Sunday, Aug. 12. On Wednesday, MME and the Newspaper Division are co-sponsoring an off-site visit to the American Press Institute. The visit will include information about Newspaper Next, a project that helps newspaper management with new business models for the new media environment (see related article). The cost is \$18 and includes transportation to and from API.

Five divisions have come together for the FCC mini-plenary. It will happen on Thursday afternoon with cooperation from Law, Ethics, Communication Technology and Entertainment Studies. We will host two current FCC commissioners and one former commissioner in a town hall discussion format (see related article). At this point we are also trying to line up coverage by C-SPAN, but that isn't confirmed. We have reserved a big room, but come early to ensure good seating.

Friday's sessions have an interesting variety. In the morning, we are co-sponsoring a panel with Radio Television Journalism related to radio news and its place in the media landscape, which includes representatives from National Public Radio and Arbitron.

Continued on next page

MME Division Session (continued)

In the afternoon, five women scholars will discuss how to balance their academic careers and family life. This panel is co-sponsored by the Commission on the Status of Women.

For those of you interested in publishing your research, we are co-sponsoring a panel with the Magazine Division on Saturday. Two of our division-related journals will have panelists, *Journal of Media Economics and International Journal on Media Management*. Make sure to come and hear the publishing hints!

Make sure to stay for the whole conference because we have an excellent panel scheduled for Sunday afternoon. Co-sponsored by the Newspaper Division, participants will be discussing the growing role of teams and collaboration in online news practice. Some of the panelists include the vice president of New Media Content for the Gannett Corporation, the Online Political Editor for AP Multimedia and a representative from *washingtonpost.com*.

MME is the primary sponsor for all of the previous panels. We have also co-sponsors several others panels. On Thursday afternoon, the International Division will partner with us to talk about the opportunities and challenges of educating international graduate students. Also on Thursday, the Radio Television Journalism division will focus on "The Future of News." We are involved through research from the Media Management Center at Northwestern. It will explore how universities and media entities can adjust to the new media landscape.

On Friday, newspaper ownership changes are in the spotlight as we partner with the Newspaper Division to discuss editorial independence and coverage in the United States. More management decision making comes into play on Saturday as we join the Magazine Division in examining what today's consumer magazine readers want. On Sunday morning, the discussion turns to technology. The Communication Technology Division and MME will focus on how media managers need to use technology in their organizations and what economic effect that will have in the short- and long-term.

Overall, this is a jam-packed schedule that will help you as media managers, economists or teachers in the field. See you in DC!

FCC mini-plenary to host commissioners

*By Cindy Price
Vice Head and Program Chair*

Get your questions ready because we will be hosting two current Federal Communications Commission members and one former member.



On Thursday, August 9 from 3:15 to 4:45 p.m., five divisions have come together to discuss how the FCC will affect democracy through the way that it regulates broadcast and new media.

Usually, only four divisions join for a mini-plenary, but so many groups were excited about this that we didn't want to turn anyone away. So MME, Law and Policy, Media Ethics, Communication Technology and Entertainment Studies will all be a part.

The format is tentatively set to include a 10-minute overview from each of the three panelists about the state of media landscape right now. After that, each of the divisions will have one representative who will ask the most important question from that division's perspective. Finally, there will be time for questions from the audience in a town hall-type format.

Because there are so many divisions, plan to come early to make sure you can get a seat! I did ask for a room that seats up to 150, so hopefully that will be enough.

Newspaper Industry's Blueprint for Transformation During Annual Convention

By Hugh J. Martin
Paper Chair

Results from a \$2.5 million effort to help newspapers make the difficult transition from print to digital publication will be available to division members during a special off-site event at this year's annual convention.



Newspaper Next is based on models for responding to disruptive technologies developed by Harvard business Prof. Clayton Christensen. At the heart of the program is a workshop for newspaper publishers on how to foster and manage the development of innovative products that can create new sources of revenue.

The off-site will feature a 90-minute version of this workshop that was developed for industry associations. The workshop will be presented without charge at the American Press Institute, which developed the Newspaper Next project with help from Christensen's consulting firm.

Newspaper Next offers specific tools for finding new audiences and advertisers at newspapers that face a decline in the economic base provided by their print publications. The workshop includes questionnaires that measure an organization's ability to "create disruptive growth." There are techniques for designs and experimenting with new products that will interest online audiences and advertisers. Another tool allows senior managers to track results of those efforts.

The workshop may hold particular interest for division members who study management, newspapers, or disruptive technologies. Members who teach in any of these areas are also likely to find the workshop useful.

There will not be any charge for the workshop. Round-trip transportation from the convention hotel will be available at a cost of about \$18 per person.

The off-site will take place Thursday, Aug. 9, from 10 a.m. to 1:30 p.m. This includes travel time to the American Press Institute in Reston.

The event is co-sponsored by the Media Management & Economics and Newspaper Divisions. Space will be limited, so advance regis-

tration and payment of the transportation fee will be required.

Details on how to register will be provided via the division listserv and in the preconvention issues of the AEJMC newsletter.

Additional information about Newspaper Next can be found at:

<http://www.newspapernext.org/>



New Orleans meeting brings panels, surprises

By Cindy Price
Vice Head and Programming Chair

Because I reside in Wyoming, I was excited when I found out the Winter Meeting for planning the national AEJMC conference was going to be in New Orleans. I figured it was bound to be warmer!

I had prepared for the conference by talking to several other divisions about possibly working together on panel proposals and even a mini-plenary about the FCC. The drive from the airport to the hotel did show some new construction and a few differences in appearance in the city since I had been there about 10 years ago.

The AEJMC staff did a great job organizing the meeting to make it easy to discuss strategies and compromises on panel ideas. By the end of the first night, we had made agreements with nine other divisions so that we have nine panels session and a mini-plenary.

However, the reporter in me can't stop there. My time was very filled with negotiations and bidding for time slots, but one morning I had the opportunity to change my perspective forever – I took a bus tour of the damage left by Hurricane Katrina.

Continued on next page.

New Orleans (Continued)

I know some of you are from the Gulf Region and know how things have been progressing since the hurricanes. But where I live, the worst problem we had here was a couple of years ago when we had eight inches of wet snow in June. Many trees lost limbs, power lines were down, some houses got roof damage and streets were hard to navigate because of downed limbs. But no one died.

Our guide was a woman from the area and she said that each guide only gave the Katrina tour two or three times a week because it would be too much for a person to handle if he or she did it every day. She told stories about FEMA, the bayous, the Ninth Ward, the Super Dome, and many other aspects that I had never heard on television.

The thing that surprised me the most, however, was that after 15 months, many things outside of the downtown area looked as they had on television, minus the feet of water.

I hope all of you get a chance to visit New Orleans or some of the other devastated areas. The tour guide said that the universities needed books and other materials so they could educate their students. Maybe that is a way that you could connect and share with these communities.



In many neighborhoods, there were empty houses that will likely be torn down in the future.

Some people are returning to new houses. This house was built by Habitat for Humanity with help from around the country.



Even though this was a Saturday before the busy holiday shopping season, the malls were empty.



But people are trying to get their lives back together. This house had a hole in the roof where the people living there had to climb on top to get out. Now they are working on rebuilding.



Businesses are working to get back to normal as well. Here a man is cleaning up by a local market.



AEJMC adopts website for all divisions

*By Hugh J. Martin
Paper Competition Chair*

All MME convention paper submissions and reviews were completed online this year using a secure website approved by the association's board of directors.

As expected, the change increased the number of submissions to 52 from 36 last year, and 44 in 2005. The new system attracted submissions from three continents.

Fortunately, there was also an increase in the number of division members volunteering to review papers, including members who are overseas. Even with the increase - from 13 to 27 volunteers - I was only able to assign two reviewers to most papers.

The division might consider at the convention ways to increase the number of volunteer reviewers, because it seems unlikely that submissions will decline.

There were a few glitches along the way. The most common mistake made by authors was leaving identifying information in manuscripts that were uploaded to the website. This error was made across divisions, apparently because some authors are used to having paper chairs remove this information from manuscripts.

The website keeps identifying information separate from the manuscript. The chair cannot make any changes to a manuscript, so authors who made this error were allowed to resubmit manuscripts with identifying information removed.

The most frequent problem encountered by reviewers was logging on to the system. However, these errors were resolved quickly. I appreciate the patience of the authors and reviewers who worked through the problems with me. Things should be smoother next year because we will all be familiar with the system.

The decision to move to online submissions and reviews followed several years of discussion, said Jennifer McGill, executive director of AEJMC. Last year about half of the association's divisions experimented with online submissions, but they had to pay the service providers. (The MME division did not participate in the experiment).

Jan Slater, chair of the council of divisions, researched four potential providers and recommended All Academic, of Eugene, Ore., to the board. Slater found that All Academic had the

most experience, and offered the best value for the money, McGill said.

The association paid about \$11,000 from its reserves to begin the contract with All Academic. The payment included setting up the website, providing training to paper chairs during the Winter Meeting in New Orleans, and making the site available for up to 2,000 submissions this year, McGill said.

Convention registration fees will increase \$10 starting this year to pay for the website, McGill said. Annual payments to the company are due in September, so members who attend the 2007 convention in Washington will be funding the website for the 2008 convention in Chicago.

AEJMC Convention Job Placement Service

AEJMC's Job Placement Service offers a unique opportunity at the annual convention August 9-12 in Washington, DC at the Renaissance Hotel. The service is for individuals seeking positions and schools seeking job applicants. Individuals using the service must be a member of AEJMC and register for the convention.

Applications are pre-numbered and are to be used individually. To provide a more complete and useful service for our members, the placement service will limit applicants to 100 individuals. You must receive an official application from the Central Office to participate in the service. You are strongly encouraged to call or write for an application as soon as possible. **There will be NO on-site registration for individuals using the placement service.**

The service is also for schools seeking job applicants. Schools may review files on individuals seeking employment opportunities and individuals may review files on position openings. Rates for programs using the service at the 2007 convention will be \$50 for the first position and \$25 for each additional. The position placement service affords programs the chance to meet potential applicants by scheduling preliminary interviews during the convention or by browsing through the vitas of the candidates that are registered with the service.

To use the service, register early by sending an email to Coordinator of the Job Placement Service, [Felicia Greenlee Brown](mailto:Felicia.Greenlee.Brown@aejmc.org), or by calling (803) 772-3508 to request materials.

Application forms should be completed and mailed back to the AEJMC Central Office by July 13.

Calls and Reminders

Beyond Interactive: Media Management in the Era of Participatory and Personal media

A 2008 issue of *The International Journal on Media Management (JMM)* will be dedicated to the management challenges traditional and new media organizations face responding to the growth in participatory and personal media.

The issue will focus on theoretically based research that addresses the market and management issues associated with on-demand media and consumer-created content. Research focusing on any media sector is welcome, as is work based in any appropriate methodology. Empirical research is particularly encouraged.

Topics of particular interest in the theme issue would include, but are not limited to:

- Strategic management and competitive positioning of media products based on on-demand or consumer-created-content models
- Challenges of forecasting demand for on-demand media and the implications of demand uncertainty for financial and production models
- Challenges of forecasting both supply and demand for participatory media and implications of supply and demand uncertainty for content management
- Effective business models for media products based on on-demand distribution or consumer-created-content
- Consumer utility, uses and gratification, and gratification opportunities in relationship to on-demand and consumer-created content
- Structural, cultural and leadership issues in media organizations using on-demand or consumer-created-content business models
- New product-development processes used by media organizations in the development of on-demand or consumer-created-content products
- The place of on-demand or consumer-created content in media product portfolios
- Branding and brand management of on-demand or consumer-created-content media products

Submitted papers should be no longer than 5,000 words, excluding tables and figures. Please submit manuscripts by email to Dr. Ann Hollifield (annaholli@uga.edu). The deadline for manuscripts to be considered for this issue is September 1, 2007.

8th WORLD MEDIA ECONOMICS AND MANAGEMENT CONFERENCE

Media as a Driver of Information Society

Lisbon, Portugal

21-24 May 2008

Hosted by *Journal of Media Economics*, *Media XXI Magazine* and *Autónoma University of Lisbon*.

Full papers with a title abstract (250 words) are required. Papers should be a maximum of 25 pages plus tables, pictures, references, and/or appendix. The title page should include the paper title, author(s), university, e-mail, address, and telephone number. If multiple authors are involved, one should be designated to receive correspondence. Papers submitted should be in MS Word or PDF files.

Deadline for papers is 1 December 2007. Papers should be submitted via e-mail to: papers.8wmemc@mediaxxi.com. Acceptance notices for papers will be sent in January 2008.

The conference will include topical panels. Proposals for panels should include 300-500 word topic description and rationale for the panel proposal. It should include a list of proposed participants and their contributions.

Panel proposal will be submitted online no later than 1 September 2007 in MS Word or PDF files. Proposals should be submitted via e-mail to: papers.8wmemc@mediaxxi.com

Acceptance notices for panels will be sent in November 2007.

The World Media Economics and Management Conference brings together scholars worldwide to reflect on contemporary issues in the economics and management of media industries and firms. Established in 1994, the conference is held every two years. Previous meetings have been held in Stockholm (Sweden), Zurich (Switzerland), London, Pamplona (Spain), Turku (Finland), and Montreal (Canada), Beijing (China).

Conference President: Robert G. Picard

Conference Board Members: Alfonso Sanchez-Tabarnero, Alan Albarran, Steve Wildman

Local Organizer: Paulo Faustino

AEJMC Launches New Membership Forum

AEJMC announces the launch of a new online membership forum. From blogging to strategic planning and beyond, the membership forum is designed to streamline communications and promote civic engagement throughout the Association. The forum is not designed to replace existing listservs. Instead, it offers an additional tool to brainstorm ideas, gather feedback and share resources on everything from websites to curriculum innovations. The new forum offers complete online social networking features, including news, blogs, and an RSS Web feed. By providing this service from a central location, the forum will serve as a key resource for members and nonmembers as they explore the many benefits of AEJMC. Members can gain access to the forum through the AEJMC web site or by visiting www.aejmc.org/talk.

The membership forum provides a unique outlet to engage in conversation about the future of the Association. Members are encouraged to log in to the forum and look under Topics/"Strategic Plan" for a list of threads relating to the AEJMC strategic plan, its process, and how to participate in an Association-wide survey. The strategic planning process is designed to provide AEJMC with the information that will help shape and guide the future of the Association.

Media and Communication: Quantitative and Econometric Analysis

Communication and Information Sciences (CIS) is a broad and emerging interdisciplinary field, which is growing steadily. In this field, empirical work based on data is fundamental and topical. It was AEA's challenge, together with EJCMA, to organize this first international conference. This conference will be concerned with reference works on media as well as with most recent work (including preliminary results of ongoing research).

The paper discussed should include economic and/or management approaches and a statistical discussion of quantitative data.

Any research work involving some quantitative analyses (econometrics in a broad sense) is eligible for the conference. The field covered includes both traditional media such as Press, Radio and TV, and the "new" media, such as Internet.

If you wish to submit a paper concerning any of these topics, please send your proposal contribution through the web site www.aea-eu.net/2007Paris, and fill in the online submission form. Authors will be informed about the outcome of their proposals in June 2007, after the refereeing process conducted by the scientific committee.