

MME Record

Newsletter of the Media Management and Economics Division of AEJMC
Summer 1999 Number 26

AEJMC Conference Schedule

Ken Smith
Division Vice Head

The Media Management & Economics Division maximized the use of its chips resulting in a full slate of panels and research paper presentations for the New Orleans Convention Aug. 4-7. All told, the MME Division has 16 different panels planned for the convention including eight PF&R panels, three teaching panels, one research panel, and

four research paper sessions. Included in the four research paper sessions is a "scholar to scholar" session that will highlight seven papers. The scholar to scholar session resembles a poster session in which individuals can discuss the papers with the authors.

Also on the agenda are the MME business meeting, sched-

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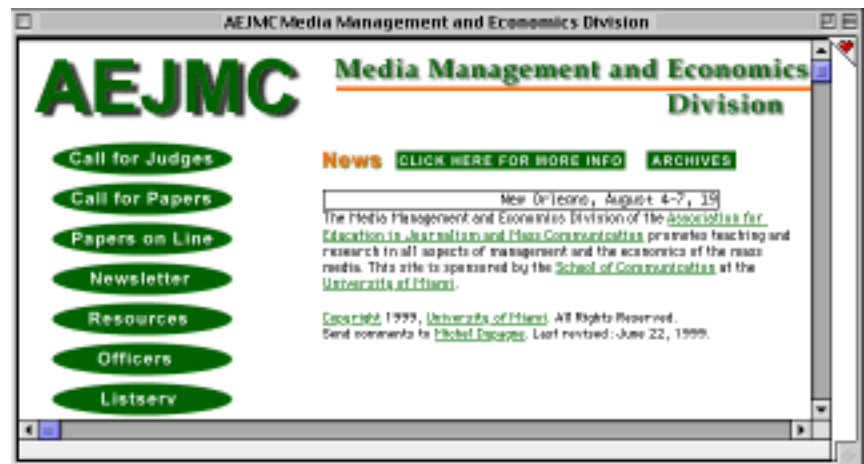
Web site gets a new home and a face lift

Michel Dupagne
University of Miami

Effective July 1, the web site of the Media Management and Economics Division will be housed in the School of Communication at the University of Miami. The new URL is: <http://www.miami.edu/com/mme>. I will replace Hugh Martin as MME webmaster. Hugh administered the MME site from the School of Journalism at Michigan State University for the last two years.

The move was accompanied by a complete redesign of the site. As of late June, the new site contained seven items:

◆ Call for Judges — You can



<http://www.miami.edu/com/mme>

print the annual Call for Judges to review research papers, as well as download a PDF version.

◆ Call for Papers — The annual Call for Papers lists

the requirements for submitting research papers for the AEJMC convention.

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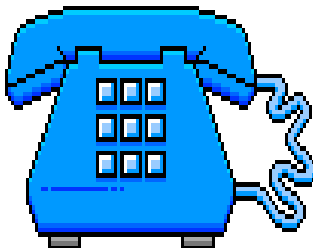
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General tips

Letter from the editor

Jim Mueller
 Division Secretary and Newsletter
 Editor

When Colin Powell was a young Army officer, he saved a fellow soldier from dying in a parachute jumping accident.



Powell, who was in charge of the training detail, had ordered everyone to check their "static lines," which were designed to automatically open their parachutes. Each man was supposed to check his own line and that of his buddy, and the helicopter jumpmaster was to also check them. Before they all jumped, something prompted Powell to check each line himself. He found one sergeant had, indeed, not hooked the line properly and would likely have plunged to his death.

Powell wrote in his autobiography, *My American Journey*, that the incident taught him to "check small things." That principle later became one of his rules of leadership that he followed throughout his career.

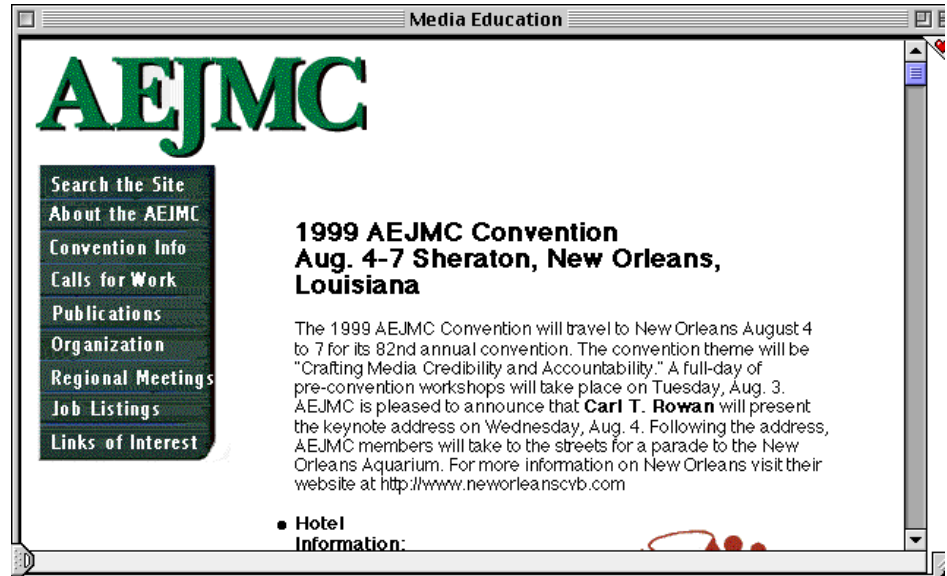
The tips eventually were published in a *Parade* magazine article about Powell when he became chairman of the Joint Chiefs of Staff.

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Web site

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- ◆ Papers on Line — This item is experimental. You can download a number of research papers that will be presented at the 1999 annual convention. All files are in PDF format and require the free Adobe Acrobat Reader (<http://www.adobe.com>) for viewing and printing. Please let me know if you feel this feature is worth pursuing.
- ◆ Newsletter — The Division's newsletter is available in PDF format.
- ◆ Resources — This section of the site lists links to teaching and research resources about media management and economics. Please e-mail me links that you find useful to have.
- ◆ Officers — This item lists the names, addresses, telephone numbers, fax numbers, and e-mail addresses of the MME Executive Committee officers.



A link to information about the 1999 AEJMC convention can be found online on the MME web site.

- ◆ Listserv — This is a new feature. I thought it is about time that the MME Division sets up its own listserv or mailing list for announcing events and promoting the discussion of media management and economics issues. The address of the list is mme@listserv.miami.edu. You can subscribe to the list on the web site by sending a message to listserv@listserv.miami.edu,

with the following text in the body of the message: subscribe mme firstname lastname.

Thanks are due to the Department of Information Technology for providing server space and to Wendy Dibeau and Susana Bustamante for their technical assistance.

Feel free to e-mail me your suggestions for improving the site at dupagnem@miami.edu.

General

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Colin Powell's Rules are just a few of the management ideas related in his excellent book. Powell commanded troops at virtually every level in the Army during his distinguished career.

I read the book out of interest in American history, but it occurred to me that

Powell's experiences also can be related to other fields, including media management.

I used anecdotes from the book to illustrate points in my journalism classes last semester. Powell is a charismatic figure, and students were genuinely interested whenever I mentioned his experiences.

There are undoubtedly many books outside of our field

that would be applicable in our classrooms and in our research.

Perhaps the *Record* is a good vehicle for mini-reviews of these books, which are often overlooked in the review sections of the scholarly journals.

Readers are welcome to submit such mini-reviews. My contact information is in the box on page 2.

Schedule

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uled for Thursday at 6:15 p.m., the annual social, set to follow the business meeting, and the executive committee meeting, planned for 7 a.m. Friday.

A complete schedule of MME activities follows:

Tuesday, 5:30-9:30 p.m.

Pre-Convention Session

Co-sponsor: Civic Journalism Teaching Civic Journalism in Collaboration With Professionals

Wednesday, 8:15-9:30 a.m.

PF&R Panel

Co-sponsor: Civic Journalism "Can You Do Good by Doing Well?"

Moderator: Bob Pontillo, Wisconsin

Panelists: Steve Smith, *Colorado Springs Gazette*; Dennis Hartig, *Norfolk Virginian-Pilot*; Steve Lacy, Michigan State; John McManus, St. Mary's College.

Wednesday, 1:00-2:30 p.m.

PF&R Panel

Co-sponsor: Law

"The Kingfish and the Constitution"

Moderator: Michael Perkins, Drake

Panelists: Ed Renwick, Loyola; Cathy Packer, North Carolina; Ed Adams, Angelo State; Karla Gower, Alabama.

Wednesday, 2:45-4:15 p.m.

Scholar to Scholar Research Paper Presentation

Moderator: David Coulson, Nevada, Reno

Discussants: Mary Alice Shaver,

North Carolina; George Sylvie, Texas

Lisa Rollins, Middle Tennessee State, "Communication technique: How does a U.S. Record company identify, target, and reach its audience in an ever-competitive marketplace."

Shu-Chu Sarrina Li and Peng Hua Wang, National Chiao Tung University, "Market competition and media performance: An examination of the popular music industry in Taiwan."

J.R. Rush, William Payton, and Sarah Elizabeth Leeper, Brigham Young, "The impact of radio ownership consolidation—Has the 1996 Telecommunications Act adversely impacted U.S. radio station format and ownership diversity?"

Nojin Kwak and Kuang-Kuo Chang, Wisconsin, "The bottom of the net: The market-driven collegiate men's basketball sport."

Denise Matthews and Kyang-Huo Chang, Oregon, "Children's television liaisons: Perceptions on core programming and CTA compliance."

Kuo-Feng Tseng, Michigan State, "New entrant, competitive strategy and consumer welfare in the cable television industry."

James E. Mueller, Pittsburg State University, "History of a business decision: Ralph Ingersoll II decides to Create the *St. Louis Sun*."

Wednesday, 4:15-5:45 p.m.

Teaching Panel

Co-sponsor: Mass Comm Bibli-

ographers

"What Do We Know About Media Competition?"

Moderator: Alan E. Albarran, Southern Methodist

Panelists: John Dimmick, Ohio State; Stephen Lacy, Michigan State; Sylvia Chan-Olmsted, Florida; David Goff, Southern Mississippi.

Wednesday, 6:00-7:30 p.m.

PF&R Panel

Co-sponsor: Radio/TV Journalism

"Talking the Talk or Walking the Walk"

Moderator: Jeanne Rollberg,

University of Arkansas Dwight Ellis, National Association of Broadcasters; Jan Dates, Howard; Bob Papper, Ball State; Jan Wicks, Arkansas.

Thursday, 1:00-2:30 p.m.

PF&R Panel

Co-sponsor: Scholastic Journalism

"The Kincaid Case: How Close are College Publications to Facing the Censorship High Schools Experience?"

Panelists: Mark Gooman, Student Law Center; James Tidwell, Eastern Illinois; Mark Paxton, Southwest Missouri State; Linda Puntney, Kansas State.

Thursday, 2:45-4:15 p.m.

PF&R Panel

Co-sponsor: Comm Tech & Policy

"Policy Issues in Electronic Commerce"

Moderator: Richard Taylor, Penn State University

Ben Bates, Tennessee; Elliot

Maxwell, Special Advisor to the

Secretary of Commerce for the Digital Economy; Michael Nelson, Ph. D. Program Director, Internet Technology, IBM.

Thursday, 4:30-6:00 p.m.

Research Papers

Moderator: C. Ann Hollifield, Georgia

Discussant: Albert Greco, Fordham

Peter Gade, Oklahoma, "Managing change: Newspaper editors' attitudes toward integrating marketing and journalism."

Dane Claussen, Georgia, "The myths and realities of newspaper acquisition costs: Fiduciary responsibilities, fungibility of assets, winners' penalties and excess cash 'problems.'"

George Sylvie and Lucy Brown-Hutton, Texas, "Black newspapers: In search of an advertising strategy."

Randal Beam, Indiana, "Circulation performance, perceived environmental uncertainty and the market orientation of U.S. Daily Newspapers."

Thursday, 6:15-7:45 p.m.

MME Division Business Meeting

Presiding: John Bodle, Middle Tennessee State

Thursday, 8:00-9:30 p.m.

MME Division Social

Friday, 7:00-8:15 a.m.

MME Executive Committee Meeting

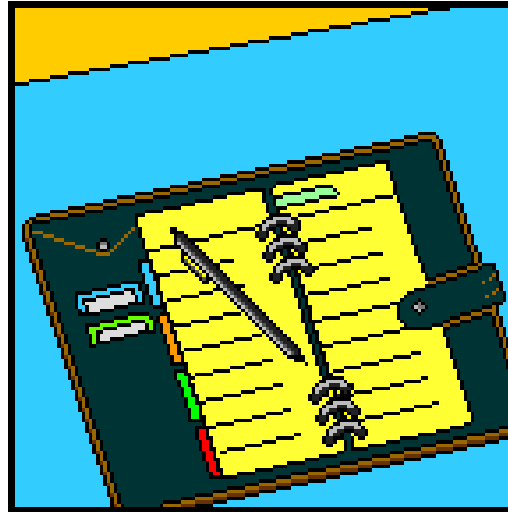
Friday, 8:30-10:00 a.m.

Teaching Panel

Co-sponsor: Media & Disabili-

ties

"The ADA: From the Classroom, to the Newsroom, to the Web"
Panelists: Benjamin Cornwall, Tulane; EEOC Representative, New Orleans



District Office; Gerald Davey, Trinity.

Friday, 1:00-2:30 p.m.

PF&R Panel

Co-sponsor: Newspaper
"Impact of Source Selection on the News"

Moderator: Ken Smith, Wyoming

Panelists: David Coulson, Nevada, Reno; Stephen Lacy, Michigan State; Pamela Shoemaker, Syracuse; Wayne Wanta, Oregon.

Friday, 2:45-4:15 p.m.

Research Papers

Moderator: Steven Dick, Southern Illinois

Discussant, Mike Wirth, Denver

Louis Leung and Ran Wei, The Chinese University of Hong Kong, "Who are the mobile phone have-nots? Influ-

ences and consequences."

Jack C. C. Li, Florida, "Viewing motivations and implications in the new media environment: Postulation of a

model of media orientations."

Yong-Chan Kim, Southern California, "Supplier-buyer relationship in the global news value-chain in the internet age."

Sylvia Chan-Olmsted and Jung Suk Park, Florida, "From on-air

to online world: Examining the functions and structures of broadcast TV stations' web sites."

Hsiang Iris Chyi and George Sylvie, Texas, "Opening the umbrella: An economic analysis of online newspaper geography."

Friday, 4:30 p.m.-6:00 p.m.

Research Panel

Co-sponsor: Advertising
"Advertising Research from a Management Perspective"

Moderator: Geoffrey Hull, Middle Tennessee State, Panelists: Mary Alice Shaver, North Carolina; Robert Picard, Turku School of Economics &

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MME Division maintains racial diversity, but female membership lags behind AEJMC

*Ken Blake
Middle Tennessee State University*

The division fared well this past year in maintaining its racial and ethnic diversity, but we lagged in female membership.

First, the good news: Race and ethnicity breakdowns for the Media Management & Economics Division generally matched those of AEJMC overall this past year.

Caucasians made up by far the division's largest racial group: 79 percent.

But Caucasians also

accounted for 79 percent of AEJMC's membership.

The next largest group, Internationals, accounted for 12 percent of the division's membership compared to 11 percent of AEJMC's membership.

Meanwhile, 4 percent of the division's members were African American, and 4 percent were Latino or Latina. For AEJMC, the proportions were 5 percent for African Americans and 1 percent for Latinos or Latinas.

Among the division's remaining members, 1 percent

were Asian American, and another 1 percent were Native American. For AEJMC, the figures were 3 percent and 1 percent, respectively.

The division's male/female breakdowns within race and ethnicity categories also generally mirrored those of AEJMC.

We remain, however, a bit too male overall.

Women made up 24 percent of the division's mem-

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MME								
	African American	Asian American	Caucasian	International	Latin	Native American	Total	Column %
Male	4	1	79	11	4	1	100	100
Pct. Male	4%	1%	79%	11%	4%	1%	100%	76%
Female	1	0	25	5	1	0	32	32
Pct. Female	3%	0%	78%	16%	3%	0%	100%	24%
Total	5	1	104	16	5	1	132	132
Pct. Total	4%	1%	79%	12%	4%	1%	100%	100%
AEJMC								
Male	51	50	1,175	202	23	10	1,511	1,511
Pct. Male	3%	3%	78%	13%	2%	1%	100%	63%
Female	66	24	725	59	11	7	892	892
Pct. Female	7%	3%	81%	7%	1%	1%	100%	37%
Total	117	74	1,900	261	34	17	2,403	2,403
Pct. Total	5%	3%	79%	11%	1%	1%	100%	100%

Diversity
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bers. By contrast, women accounted for 37 percent of AEJMC's membership.

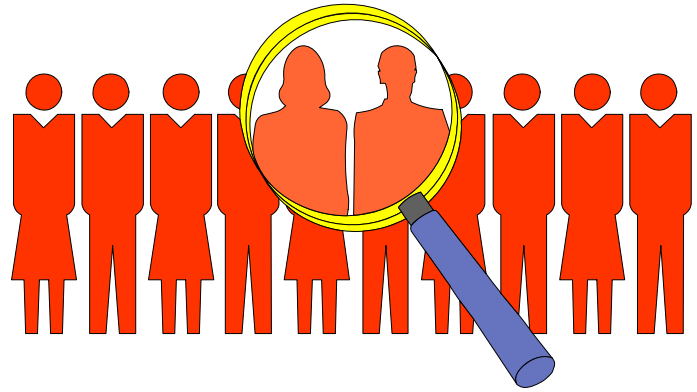
The division will continue to do what it can at the organizational level to add more female and minority scholars to its membership roll.

But by far the most effective recruitment drives are those conducted one-on-one by individual members.

Look around your department, school or college for anyone — but particularly for

women and minorities — whose research and teaching interests fit with the division's focus.

Then make an effort to invite those colleagues or students to get involved in the division by attending our sessions, answering our calls for papers or collaborating with



you in your research.

The division can do a lot in the area of recruiting, but nothing that equals the impact of a warm invitation from a friend.

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Business Administration; Daniel Stout, Brigham Young; Albert Greco, Fordham.

Saturday, 10:30 a.m.-noon

PF&R Panel

Co-sponsor: Advertising
“Communicating Effectively With Older Adults”

Moderator: Chuck McMellon, Penn State

Panelists: Nancy Mitchell, Nebraska; Tom Robinson, Ball State; Mary Alice Shaver, North Carolina; Chuck McMellon, Penn State.

Saturday, 1:00-2:30 p.m.

Teaching Panel

Co-sponsor: Minorities & Communication

“Diversity and Distance Education”

Moderator: Patricia Cambridge,

Ohio

Panelists: Deb Aikat, North Carolina; Karen Turner, Temple; Susan Zavoina, North Texas.

Saturday, 2:45-4:15 p.m.

Research Papers

Moderator: Greg Stefaniak, Arkansas—Little Rock
Discussant: Alan Albarran, Southern Methodist

Walter McDowell, Sluthern Illinois and John Sutherland, Florida, “Employing brand equity theory to explain variances in ratings inheritance effects on 11:00 p.m. newcasts.”

Krishna Jayakar and David Waterman, Indiana, “The economics of American movie exports: An empirical analysis.”

Sora Park, Korea Press Foundation, “Determinants of off-network syndication revenues

of network primetime series.”

William Jenson Adams, Kansas State, “The effect on ratings linked to moving programs within the prime time broadcast schedule.”

Michael Zhaoxu Yan, Indiana, “Audience segmentation in network broadcasting: An empirical analysis.”

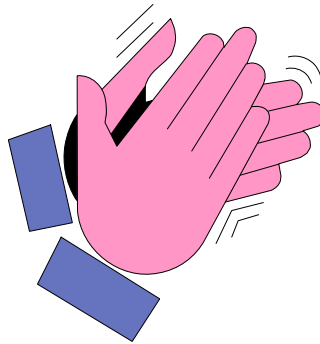


MME
Division
Social
on Thursday,
August 5
8:00-9:30 p.m.

Thank you!

Many thanks to the reviewers who volunteered to judge the 1999 MME paper competition:

- Alan B. Albarran, Southern Methodist University
- Craig Allen, Arizona State University
- Marianne Barrett, Arizona State University
- A. Joseph Borrell, Richard Stockton College of New Jersey
- Sylvia M. Chan-Olmsted, University of Florida
- Dane Claussen, Southwest Missouri State University
- David C. Coulson, University of Nevada-Reno
- Steven Dick, Southern Illinois University at Carbondale



- Paul Driscoll, University of Miami
- Douglas Gomery, University of Maryland
- Albert N. Greco, Fordham University
- Dennis Hale, Bowling Green State University
- Anne Hoag, Pennsylvania State University
- C. Ann Hollifield, University of Georgia
- Geoffrey Hull, Middle Tennessee State University
- Ann Jabro, Robert Morris College
- Fiona A. E. McQuarrie, University College of the Fraser Valley

- Philip Napoli, Rutgers University
- Greg Newton, University of Oklahoma
- Jay Rush, Brigham Young University
- Richard Schaefer, University of New Mexico
- Fred Schiff, University of Houston
- Mary Alice Shaver, University of North Carolina
- Greg Stefaniak, University of Arkansas at Little Rock
- Gerald C. Stone, Southern Illinois University at Carbondale
- George Sylvie, University of Texas at Austin
- David Waterman, Indiana University
- Mike Wirth, University of Denver
- Chung-Chuan Yang, National Institute of Technology at Kaohsiung.