

MME Record

Newsletter of the Media Management and Economics Division of AEJMC
Summer 2000 Number 29

MME Business meeting to feature new awards; member dues increase proposal

Ken Smith
Division Head

MME members should plan on attending the business meeting at this year's Phoenix convention because of a number of special events that will take place.

The first is simply the time of the business meeting: Friday, Aug. 11 at 8:30-10 a.m. Unlike past conventions where, since 1995 in Washington, D.C., the combined business meeting and social were an evening activity, this year they will take place in the morning, and the MME division will provide breakfast.

Also new this year are three awards that will honor the contributions of three prominent MME members. In the past, the division has honored the top student and faculty papers. Beginning this year, the award for the top student paper will be named in honor of Mary

Alice Shaver. The plaque for the top faculty paper will be presented as the Stephen Lacy award.

A new award this year will honor Robert Picard. It will be presented to the authors of the top published work in the area of media management and economics.

A third event is more controversial than the others (although an 8:15 a.m. meeting time may prove controversial in itself). A proposal will be brought before the membership to raise dues from \$8 to \$10. The reason for the increase is to allow the division to pursue more activities.

Currently, membership dues are the division's only source of income, and due to the relatively small membership (about 150), the Division has limited resources. In the past, our largest expenditures have been the newsletter, the

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annual social, any special convention expenses, such as the preconvention session this year, and the plaques for the top student and faculty papers.

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See inside for complete list of division events at AEJMC — Pages 4-6

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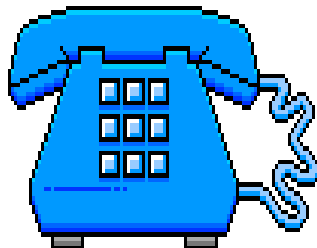
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Web advantages

Letter from the editor

Jim Mueller

*Division Secretary and Newsletter
Editor*

This will likely be my last column as the newsletter editor. New division officers will be elected at the business meeting on Friday.



Being secretary/newsletter editor has been a great experience for me. I say that even though I was often distracted by going from graduate school to teaching, changing teaching jobs, and adding another baby to my family.

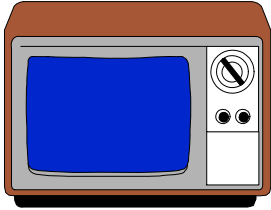
Why is being the editor a great experience? You get to work with a fantastic community of scholars and contribute to the MME division, a group pursuing interests that are vital to the field of journalism.

How do you get to be editor? For me, it was as simple as volunteering after my mentor (and past MME Division Head) from the University of Texas, George Sylvie, introduced me to MME. George and all the other MME officers like Michel Dupagane and Ken Smith have been wonderful to work with.

Volunteers are always welcome at MME, and now there is another opening.

Digital Television to be demonstrated at AEJMC

In cooperation with the Communication Technology and Policy Division and the Radio-Television Journalism



Division, MME is organizing an off-site session during the AEJMC convention in Phoenix to discuss digital television (DTV) implementation issues as well as economic and journalistic implications of the digital conversion.

The session will take place on Aug. 9, 2000, 9:45-11:15 a.m., at KNXV-TV (ABC).

The panelists will include Randy Decker, Vice President and Chief Engineer at KPNX (NBC), and Donald Thomas, Engineering Manager at KNXV. The session will conclude with a tour of the DTV facilities at KNXV. Transportation will be arranged to and from the host station.

Seating is limited to 30 participants. Please reserve your seat as soon as possible by e-mailing Michel Dupagne at dupagnem@miami.edu [or calling him at (305) 284-3500]. First come, first served. This session will fill quickly because it involves three AEJMC divisions.



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

Phoenix Continued from Page 1

To trim expenses, the Executive Committee has already decided to place the newsletter online, a savings that was made possible by the efforts of MME Webmaster Michel Dupagne and MME Newsletter Editor Jim Mueller. Still, the social, special convention expenses, and plaques cost more than our membership dues generate.

If members prefer not to raise dues, the division can continue to cut expenses by eliminating either the social or any special convention expenses (and the resulting activities).

The dues increase is not cast in stone. The division's leadership decided it was one way to continue providing sufficient activities. However, it would like to know what the members think.

As this AEJMC year comes to a close, many members of the Division deserve recognition for all their hard

work. The first to thank is the executive committee of Al Greco, Ann Hollifield, Jim Mueller, Michel Dupagne, Alan Albarran, Hugh Fullerton, Phil Napoli, Gracie Lawson-Borders, Joe Borrell, and John Bodle.

Also deserving thanks are the paper judges including Marianne Barrett, Ben Bates, Gerald Stone, Alan Albarran, Dane Claussen, Randy Beam, Mike Wirth, Jim Van Leuven, Greg Newton, Ann Jabro, Michel Dupagne, Teresa Jo Styles, Geoffrey Hull, David Coulson, Kenneth Yang, Al Greco, Everette Dennis, Jim Webster, and Young Chan Kim.

All the moderators, discussants, and panelists for both the Phoenix convention and the mid-year convention in Denver also deserve thanks, but they are too numerous to mention. Only through involvement of an active membership can a small division like MME continue to function and excel.

Media Management and Economics Division

AEJMC 2000 — Tuesday, August 8 - Saturday, August 12, 2000

Tuesday, August 8

8 a.m.-5 p.m.

Preconference

Incorporating Ad Technology

Across the Curriculum

Teaching Principles of Advertising

Sports Marketing in the Ad Curriculum

Direct Mail

Panel on Advertising Education Concerns: Accreditation, Industry Concerns, Redesigning the Curriculum

Wednesday, August 9

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

Refereed Paper Session

9:45 a.m.-11:15 a.m.

Teaching

“The Conversion to Digital Television in Phoenix, Az”

The panel will discuss DTV conversion and implementation issues at the local level, including the production of local DTV, programming, pass-through national programming, and conversion costs. This is an off-site session held at a KNXV-TV.

Moderator :

Michel Dupagne, University of Miami

Panelists:

Randy Decker, vice-president and chief engineer, KPNX-TV, Phoenix

Donald Thomas, engineering manager, KNXV-TV, Phoenix

Discussant:

Pete Seel, Colorado

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

Teaching

“Local News in the New Century”

The panel will discuss the impact of increased competition, decreasing market share, and what role education should play in training broadcast journalists in the 21st Century.

4:15 pm-7:30 p.m.

PF&R

“The Bottom Line: A Look at How Business Practices Are Shaping Media Law”

The cost of defending a libel, privacy, breach of contract, or any other suit is costly even for a news organization that wins.

With more and more newspaper and broadcast news departments run by MBAs who are accountable to company boards and shareholders, there may be increasing pressure to settle such suits rather than fighting and accumulating legal bills. But many First Amendment victories have been the result of difficult, long, costly legal battles. Will settling cases eventually erode our First Amendment freedoms?

PF & R

“Corporate Responsibility and the Freedom NOT to Publish: Can the First Amendment Be Saved?”

Short presentations by experts and then discussions in small groups to develop a list of research topics and action plans.

Thursday, August 10

8:15 a.m.- 9:45 a.m.

Scholar-to-Scholar

Noon-1:00 p.m.

Refereed Paper Session
Top Faculty Paper &
Top Student Paper

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

Teaching

“Restructuring for the New Work Arena: Organizing and Assessing Classroom Teams”

Increasingly, journalism students (in news and in other areas) are graduating into a world in which teamwork is prized and expected. Moreover, there is growing scholarly as well as anecdotal evidence that students achieve more in the classroom and engage more actively in learning when working in small groups. This panel will explore the latest ideas in developing teams, creating assignments, and assessing performance of the classroom team project.

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

Research

“Creating a Classroom for Learning: How to Work Effectively with LD Students”

This panel will discuss the different law and regulations

AEJMC***Continued from Page 4***

governing accommodation of students with learning disabilities in the post-secondary classroom. Issues specific to mass media classrooms will be addressed, as will the rationale behind the need for and purposes of such accommodations.

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

PF & R

Exporting American Culture

The export of cultural goods and services contribute to the bottom line and generate concerns abroad about the pervasive influence of America. The panel explores the economic and ethical dimensions of this complex issue.

Moderator and Discussant:

Jeffrey Brody, California State Fullerton

Presenters:

Anne M. Cooper, professor, E.W. Scripps School of Journalism, Ohio University - "As The Wheel Turns: Exporting American Game Shows"

Daniel A. Stout, associate professor, Brigham Young University - "Exporting American Religious Culture"

Eric Haley, associate dean, University of Tennessee

"Religious Branding and Religious Markets"

Gregory Pitts, associate professor, Southern Methodist University - "Radio Formats and American Popular Music: Instant Export and Invective Import"

Max Kreiser and Douglas Scott, The Hollywood Stock Exchange - "American Films and The Hollywood Stock Exchange"

Albert N. Greco, associate professor, Fordham University - "U.S.

Book Exports: 1998-1999"

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

PF & R

"Corporate Ownership: Its Impact on Local News"

Conglomerates have now expanded their station ownership to between 35 percent-50 percent of the country. Is the public losing out on "Freedom of the Press"? Is objectivity taking a poor second place to the bottom line, with companies cross-promoting programming to raise profits by giving short shrift to local news?

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

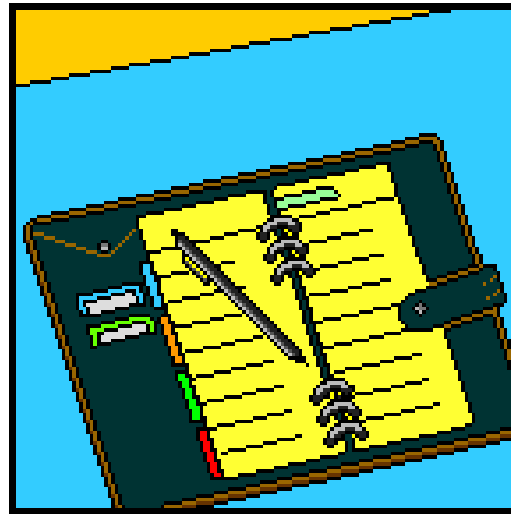
PF & R

"Is Radio News Dead?"

Radio news at commercial stations has changed radically in recent years with fewer stations producing local news. At the same time, more public radio stations/networks are producing

local news. Anecdotal evidence suggests that colleges and universities are placing less

emphasis on radio news and more on TV at a time when public radio is having a hard time finding radio journalists.



9:45 p.m.-11:00 p.m.

PF & R

"Ownership in the 21st Century"

The panel will evaluate the status of minority-owned publications in the U.S. as they compete with consolidation in the marketplace. Emphasis on minority-owned newspapers, radio stations, and the alternative press.

Moderator:

Hugh Fullerton, Sam Houston State

Discussant:

Gracie Lawson-Borders, Wayne State

Maggie Rivas-Rodriguez, University of Texas at Austin -

"The Hispanic-American Media"

Hubert Brown, Syracuse -

"African-American Media"

Felix Gutierrez, executive director, West Coast Center, The Freedom Forum, San Francisco, Calif.

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AEJMC*Continued from Page 5***Friday, August 11**

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

MME Business Meeting: Breakfast

This is the annual business meeting of MME. A continental breakfast will be served. The division will also honor three MME members for their extraordinary contributions to the field of media management and economics. New officers and members of the Executive Committee will be elected.

Moderator:

Ken Smith, University of Wyoming

1:00 p.m.- 4:15 p.m.

Research

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

‘The Web as a Virtual Gathering Space for Communication, Commerce, and Community Development’

This panel looks at communication, social/cultural, economic, and political activities that occur on-line. Based on their own ongoing research, the panelists will discuss the extent to which principles and phenomena that apply to these activities when they are performed in the physical world also apply to the on-line environment.

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

‘It’s One-Stop Shopping in Phoenix! A Battle of Convergence and Competition’

Panel invites industry leaders from each of the major Phoenix telecommunications providers to discuss their companies’ offering and share their thoughts on convergence, local competition, implications for other markets, and the future.

4:30 p.m.-6:00

p.m.
Research
Refereed Paper Session

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

MME Executive Committee Meeting

The newly elected Division Head, Vice Head, and members of the 2000-2001 MME Executive Committee will discuss plans for the AEJMC 2001 Annual Convention in Washington, DC, the 2001 mid-winter meeting, and related activities. All members are invited to attend this meeting.

Saturday, August 12

8:45 a.m.-10:15 a.m.

Research
Refereed Paper Session

Council of Divisions (COD) Meetings

MME Division Head, Vice-Head, and Chairs are asked to attend the following COD meetings:

Wednesday, August 9

7 a.m. - 8 a.m.

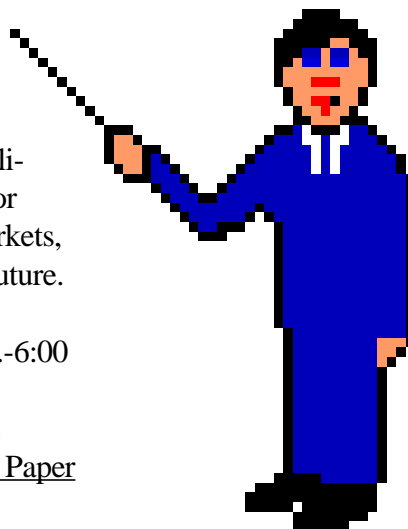
General Meeting of the COD (Head, Vice-Head)

Saturday, August 12

7:00 a.m.-

8:30 a.m.

General Meeting of the COD (Head, Vice-Head)



8:45 a.m.-10:15 a.m.

Training Session: Incoming Division Heads

8:45 a.m.-10:15 a.m.

Training Session: Incoming Vice Heads

8:45 a.m.-10:15 a.m.

Training Session: Incoming Teaching Chairs

8:45 a.m.-10:15 a.m.

Training Session: Incoming PF & R Chairs

8:45 a.m.-10:15 a.m.

Training Session: Incoming Research Chairs