

# MME Record

Newsletter of the Media Management and Economics Division of AEJMC

Summer 2001

Number 33

## New technologies, outside research funding are topics of panels

by Ann Hollifield, Division Vice Head

The Division has put together an outstanding lineup of panels for the Washington, D.C. convention. Many thanks to Randy Beam, Gracie Lawson-Borders, Janet Bridges, Al Greco, Hugh Fullerton, Geoff Hull, Phil Napoli and Ken Smith for all the work they've done.

We are co-sponsoring a pre-convention teaching workshop that will offer tips for accessing and using 2000 Census data for both research and teaching. Although the focus of the session is reporting, Census data also are tremendously valuable in management courses to help us teach our students how to use those data to answer management and marketing questions.

On Monday afternoon, we have a dynamic back-to-back session with the Communication Technology & Policy division that will focus on management and economic issues surrounding new technologies. Gracie Lawson-Borders has put together an opening panel that looks at problems with the economic and management models being used in new media, while Alice Chan of CT&P has organized a session that will address social and policy challenges that emerging technologies pose.

Another Monday afternoon session to mark on your calendars is Al Greco's presentation on the financial health of University Presses. Al is heading a research team at Fordham University that has been analyzing the university press industry. The initial results of the study

will be made public for the first time in this session. The findings have important implications for scholarly publishing and for university promotion and tenure processes. The session is being co-sponsored by the Magazine Division and will be held at 4:30.

On Tuesday, Phil Napoli has organized an off-site session at the Federal Communications Commission to discuss the relationship between policy and the economics of media industries. (See page 2 for details).

Because of increasing university pressure to get outside research funding, a panel on this topic is scheduled for Wednesday at 2:45 p.m. The panel will discuss sources of federal funding for communication research. The session, which we are co-sponsoring with the Law Division, will give you insights into sources of federal funds and techniques of successful grant writing.

Of particular importance is the Division Business Meeting on Tuesday at 8:30 a.m. Coffee and Danish will be served, so be sure to come and meet your fellow MME members. We'll elect the Executive Committee for next year and present the 2001 Division Research and Teaching Awards.

Those interested in being on the Executive Committee or in simply sharing ideas for Division activities for next year should also plan to attend the Division Executive Meeting on Tuesday from 6:15-7:45 p.m.

## It's not too late!

If you haven't registered for AEJMC 2001 . . . A Capital Odyssey (August 5 to 8), you can still receive lower rates. You need to have your registration postmarked by **July 9**.

The hotel is the Grand Hyatt Washington, 1000 H Street, NW. Call 1-800-233-1234 or 1-202-637-4900 to reserve a room. Identify yourself as attending the AEJMC Convention to get the special rates. Cutoff date for reserving a room at the Grand Hyatt is **July 2**.

For more information about the convention, look at the AEJMC web site at <http://www.aejmc.org/>.

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- MME division schedule of events at AEJMC convention

#### Coming in July:

- MME 2000-2001 Divisional Report

## Graduate student finds MME division is great experience

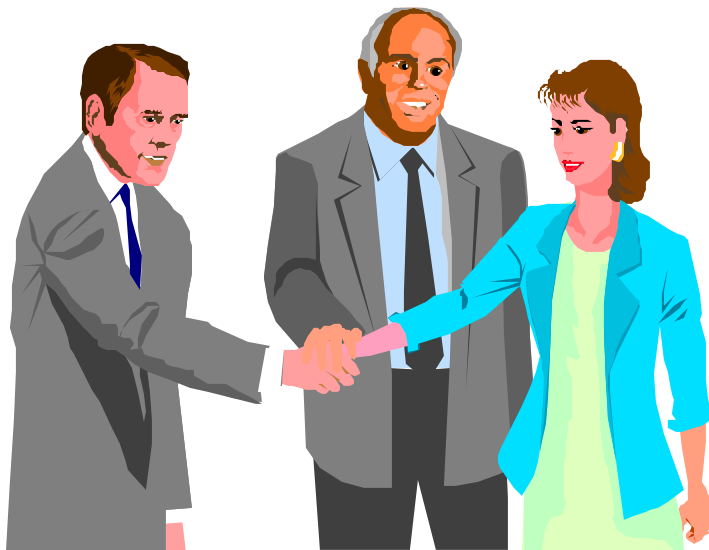
By Sue Westcott Alessandri, University of North Carolina at Chapel Hill

My involvement in the Media Management and Economics Division happened by accident, really. I mentioned to my advisor that I wanted to be involved in a division, but that I was unsure which one best fit my research interests. She assured me that MME members had a variety of research interests and talked me into attending the business meeting at the AEJMC annual conference in Phoenix. By the time I left the meeting, I had a job within the division.

During the past year, through my work with the division, I have met professors and other graduate students from around the country and from a variety of different areas under the management and economics umbrella. As a graduate student, this has been important for two reasons. First, it's easy to become

isolated from the larger world while studying for comprehensive exams or writing a dissertation. Being involved in the division is another outlet for my energy – one that offers interesting work and interaction with respected colleagues in the field. Second, being involved in the division has helped me to form a network from whom I'll be able to seek advice as I enter the job market this fall.

My experience with the MME division has been a great addition to my graduate school experience. I plan to stay involved during this year, my last as a graduate student, and in the future, as an assistant professor. If you're wondering whether being involved in a division is for you, I urge you to attend the group's annual business meeting at AEJMC. It's to your benefit to see what the division has to offer.



## FCC trip at AEJMC requires pre-registration, security check

by Phil Napoli, Fordham University

MME is co-sponsoring an off-site session with the Technology & Policy Division that takes place at the Federal Communications Commission. The featured speaker at the session is Robert Pepper, Chief of the FCC's Office of Plans and Policy. He will be talking about the policymaking process, the role of research in policymaking, and current policy issues and controversies.

Attendance is limited to 30 people and you must sign up in advance with me (pnapoli@fordham.edu). Mr. Pepper needs a list of attendees ahead of time so they can get through security at the Commission.

The session takes place Tuesday, August 7, from 1 p.m. to 2:30 p.m. We will depart from the lobby of the conference hotel at 12:15 p.m. and travel by Metro to the FCC.

E-mail me directly with any questions.



## MME member promoted to director of graduate program at Point Park College, Penn.

by Point Park College news staff

Dane S. Claussen, chair of the MME Midwinter 2001 Paper Competition, has been appointed as associate professor and director of the Graduate Program for the Department of Journalism and Mass Communication at Point Park College in Pittsburgh, Pa.

Before his appointment, Claussen was an assistant professor of communication and mass media at Southwest Missouri State University in Springfield.

Claussen received his doctorate from the University of Georgia in 1999. His dissertation analyzed the mass media's role in American anti-intellectualism, using popular magazine coverage of higher education since World War II as a case study.

## Saturday, Aug. 4

1-5 p.m.

Pre-Convention with the Newspaper and Communication Technology and Policy Divisions  
 “Using Census 2000 Data in the Journalism Classroom”

The 2000 Census data creates a great opportunity for showing journalism students how to use simple computer-assisted reporting and other techniques to learn more about their communities.

**Moderator:** Steve Doig, a Pulitzer prize-winning journalist now teaching at the Arizona State University.

**Panelists:** Paul Overberg, demographics editor, *USA Today*;

D’Vera Cohn, demographics reporter, *Washington Post*;

Jan Larson, University of Wisconsin at Eau Claire (and a contributing editor with *American Demographics* magazine).

## Sunday, Aug. 5:

8:15 a.m. “Meeting the Management Issues”

**Moderator:** Leslie-Jean Thornton, University of North Carolina at Chapel Hill

**Discussant:** Louisa Ha, Bowling Green State University

### Research paper presentations:

“Managing in a Converged Environment: Threading Camels through Newly Minted Needles,” Kenneth C. Killibrew, University of South Florida.

“Losing Local Owners in Small Markets,” Todd Chambers, Texas Tech University.

\* “Different Voices, Same Script: How Newsmagazines Cover Media Consolidation Issues,” Bryan Greenberg, Syracuse University

“B2B Electronic Exchanges in the Advertising Industry: Early Evidence of Impact on Media Buying,” Anne M. Hoag, Pennsylvania State University.

\* Third place student research paper

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

Co-Sponsor: Radio-Television Journalism

“Clustering Behavior in Media Ownership: How Has It Affected Advertising and Management?”

**Moderator:** Hugh Martin, University of Georgia

**Panelists:** John Morton, President, Morton Research Inc.; columnist, *American Journalism Review*, “The Newspaper Business.”

John D. Abel, Abel Wireless; former Executive Vice President, National Association of Broadcasters

John F. Sturm, Newspaper Association of America



1 p.m. “Broadcasting Challenges -- Old and New”

**Moderator:** Jerry Condra, SUNY Oswego

**Discussant:** Mike Wirth, University of Denver

### Research paper presentations:

\* “Market Structure and Local Signal Carriage Decisions in the Cable Television Industry,” Michael Z. Yan, University of Michigan.

\*\* “Managing Internet-Delivered Radio: New Markets, New Revenue, New Operations Issues,” Cheryl L. Evans, Northwestern Oklahoma State University, and J. Steven Smethers, Oklahoma State University.

“Remembering the DuMont Network: A Case Study Approach,” Walter S. McDowell, Southern Illinois University.

\*\*\* “Impact of Context Effects on Evaluation of New Shows in Lead-In/Lead-Out Context,” Jack C. C. Li and Jaemin Jung, University of Florida.

\* Second place student research paper

\*\* Second place faculty research paper

\*\*\* First place student research paper

2:45 p.m. Scholar-to-Scholar paper session

**Discussants:** David Coulson, University of Nevada-Reno, and Hugh Fullerton, Sam Houston State University

(MME Schedule continued on next page)

**Sunday, August 5, 2:45 p.m. (cont.)**

“Public Ownership and Market Competition Effects on Newspaper Corporations' Financial Performance: A Replication and Challenge,” Kuang-Kuo Chang and Geri M. Alunit, Michigan State University.

“Rate-setting Procedures for Preprint Advertising at Nondaily Newspapers,” Ken Smith, University of Wyoming.

“Horizontal Integration in the Cable Television Industry: History and Context,” Patrick R. Parsons, Pennsylvania State University.

“When Ideas and Reality Collide: A Four-Year Case Study of Editor Cole Campbell's Organizational Change Initiatives at the St. Louis Post-Dispatch,” Earnest Perry, Texas Christian University, and Peter Gade, University of Oklahoma.

“Market Structure and the Rise of Chains in the United States: A Case Study of the E. W. Scripps Company, 1878-1911,” Gerald J. Baldasty, University of Washington.

“Motivating a More Diverse Newsroom: Exploring Different Needs of Women, Older and Married Reporters,” Li-jing Arthur Chang, Nanyang Technological University.

**4:15-5:45 p.m. Research Panel Session**

Co-Sponsor: Civic Journalism

“Researching New Trends in Community Newspapers: Ways to Identify Stakeholders and Find News”

**Moderator:** Kathy Campbell, Southern Oregon

**Panelists:** Ellen Foley, Managing Editor, *Philadelphia Daily News*

Jan Schaffer, Director, Pew Center for Civic Journalism

Ken Smith, Wyoming

David Coulson, Nevada-Reno

**6-7:30 p.m. Panel session**

“NOT Preaching to the Choir: Teaching Diversity in a Non-Diverse Classroom.”

**Moderator:** James A. Rada, Rowan University

**Panelists:**

Gerald Baldasty -- University of Washington -- “Diversity in the Large Lecture Classroom.”

Radhika Parameswaran -- Indiana University -- “Diversity in the PR Classroom.”

Randal Beam -- Indiana University -- “Diversity in the Media Management Classroom.”

W. Dale Harrison -- Youngstown State University -- “Diversity in the News Reporting Classroom.”

Felecia Jones-Ross -- Ohio State University -- “Diversity in the Media History Classroom.”

**Monday, Aug. 6**

**1:00-2:30 p.m. PF&R Panel Session**

Co-Sponsor: Communication Technology & Policy

“New Wine in Old Bottles: Organizing and Managing Media Companies in the Age of Convergence”

**Moderator:** Gracie Lawson-Borders, Southern Methodist University

**Panelists:** Douglas Feaver, Editor, *Washington Post Online*

Scott Woelfel, Founder, Former CEO, CNN Interactive

Carrie Criado, Southern Methodist

Douglas Gomery, Maryland

**2:45-4:15 p.m. Research Panel Session**

Co-Sponsor: Communication Technology & Policy

“Convergence in the New Millennium: Opportunities and Challenges”

**Moderator:** Alice P. Chan, Cornell

**Panelists:** William J. Drake, The Carnegie Endowment for International Peace, Washington, D.C.

Douglas A. Galbi, Federal Communications Commission, Washington, D.C.

Francine Jefferson, National Telecommunications and Information Administration, Washington, D.C.

**4:30-6:00 p.m. Research Panel Session**

Co-Sponsor: Magazine Division

“The State of Scholarly Communication: A Preliminary Analysis of Scholarly Book and Journal Publishing in the United States: 1989-2000.”

**Moderator:** Leara Rhodes, Georgia

**Panelist:** Al Greco, Fordham

**Discussant:** Robert Picard, Turku School of Economics, Finland

**6:15-7:45 p.m. PF&R Panel Session**

Co-Sponsor: Radio-Television Journalism

“Sports News: The Times They are A-Changin”

**Moderator:** Ed Freeman, Francis Marion

**Panelists:** Staci Feger-Childers, News Director, WMAR-TV, Baltimore, MD

Charles Tuggle, North Carolina

(MME Schedule continued on next page)

**Monday, August 6 (cont.)**

8 p.m. Joint session with Newspaper Division

**Moderator:** John Russial, University of Oregon

**Discussant:** George Sylvie, University of Texas at Austin

(Note: presentation order may be changed)

\* "Content Differences between Daily Newspapers with Strong and Weak Market Orientations," Randal A. Beam, Indiana University.

"The Impact of Competition on Weekly Newspaper Advertising Rates," Stephen Lacy, Michigan State University, David C. Coulson, University of Nevada-Reno, and Hiromi Cho, Ibaraki Christian University.

\*\* "Turbulent Times: Organizational Change and Development in the Newspaper Industry," Peter Gade, University of Oklahoma.

"Copy Flow at Small Newspapers: Lessons for Metros Making Change," Judy Gibbs Robinson.

\* First place MME faculty research paper

\*\* Top Newspaper Faculty Paper

**Tuesday, Aug. 7**

8:30-10:00 a.m. MME Division Business Meeting  
(Coffee and Danish)

**Moderator:** Al Greco, Fordham

**Presentation:** Stephen Lacy Faculty Research Award  
Mary Alice Shaver Graduate Student Research Award  
Robert Picard Publication Award  
Barry L. Sherman Teaching Award

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

**Off-Site Session:** "The FCC and The Economic Challenges of the Telecommunications Industry: A Regulatory Perspective."

\* You must pre-register for this session with Philip Napoli before you go. (See page 2 for details).

4:30 p.m. "Beyond the Borders of Nations and Industries"

**Moderator:** Philip Napoli, Fordham University

**Discussant:** Gerald Stone, Southern Illinois University

**Research paper presentations:**

\* "The Globalization of Telecommunications Services: Alliances, Market Development, and Product Convergence," Sylvia Chan-Olmsted, University of Florida.

"Audience Economics of European Union Public Service Broadcasters: Assessing Performance in Competitive Markets," Robert G. Picard, Turku School of Economics and Business Administration.

"Megamedia: A Research Note Examining Communication Industry Concentration," Alan B. Albarran, University of North Texas.

"The Sony Corporation: A Case Study in Transnational Media Management," Richard A. Gershon, Western Michigan University, and Tsutomu Kanayama, Sophia University.

\* Third place faculty research paper

6:15-7:45 p.m.

Division Executive Committee Meeting

**Moderator:** Ann Hollifield, Georgia

**Wednesday, Aug. 8**

8:45-10:15 a.m. Teaching Panel Session

Co-Sponsor: Law Division

"Merger Mania and the Media: Legal and Business Implications"

**Moderator:** Geoffrey Hull, Middle Tennessee State

**Panelists:** Ben Compaine, MIT Internet and Telecoms Convergence Consortium Research Affiliate

Jim Bird, Head, Transactions Team, FCC

Jill Frumin, Attorney, Federal Trade Commission

John Morton, President, Morton Research Inc.; columnist, *American Journalism Review*, "The Newspaper Business."

1:00-2:30 p.m. PF&R Mini-Plenary Session

Co-Sponsors: Cultural and Critical Studies, Media Ethics, Radio-Television Journalism

"Can Low-Power FM Democratize the Airwaves?"

**Moderator:** James Hamilton, Georgia

**Panelists:** Michael Bracy, Low-Power Radio Coalition

Chris Allen, Nebraska Omaha

Cheryl Leanza, Media Access Project

2:45-4:15 p.m. Research Panel Session

Co-Sponsor: Law Division

"Federal Funding for Research and Training"

**Moderator:** Karen Markin, Rhode Island

**Panelists:** Barry Ballow, Office of Academic Exchange Program, U.S. Department of State

Kenneth Kolson, Research Programs, National Endowment for the Humanities

Patricia White, Sociology Program, National Science Foundation

K. Viswanath, Health Communications and Informatics Research Branch, National Cancer Institute