

MME Record

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RESEARCH

Assessment

The Media Management and Economics Division made enormous strides this year with its research activities. The Division hosted a midwinter conference at Fordham University's Graduate School of Business Administration, which was co-sponsored by the Communications Technology & Policy Division and the Religion and Media Interest Group. The interaction among the very different research approaches and interests among these three groups was enriching for all who attended and participated.

MME's membership made important contributions not only to AEJMC but also to the broader professional and academic communities in the form of:

- professional consultation with the book publishing (i.e., the Association of American University Presses, the Book Industry Study Group, etc.), television and public policy communities;
- publications in peer-reviewed journals, such as *The Journal of Media Economics* (a number of MME members serve on the editorial board as well as editor), *Journalism and Mass Communication Quarterly*, *Info*, *The Journal of Broadcasting and Electronic Media*, the *Communication Yearbook*, *The Journal of Cultural Economics*, *The Journal of Scholarly Publishing*, *Learned Publishing*;
- publication of a sizable number of substantive books, issued by Allyn & Bacon, Haworth, Erlbaum.

Along related lines, MME is co-hosting a session at the 2001 AEJMC Annual Meeting that takes place at the Federal Communications Commission, featuring the Office of Plans and Policy Chief Robert Pepper. These activities represent an important means by which the Division has, and should continue to, become integrated with broader communities. Indeed, if there is a weakness in the Division's activities, it is perhaps that there has not been more integration in the past.

A related concern focuses on the total number of papers submitted to and accepted by both the midwinter colloquium and the AEJMC Annual Convention. During the 2001-2002 academic year, the Division will mount a sustained campaign to increase submissions to both research events and reduce all of the acceptance rates to the 50% level. While many members of MME belong to other divisions, notably the Newspaper division, we believe we must attract a larger number of submissions in 2002. To do this, we will launch coordinated campaigns in the Fall to notify members about these two important research events. We are concerned about student submissions, and we are willing to consider some innovative strategies to generate more interest among Master's and Ph.D. students to submit their work in 2002, including:

- emphasizing the importance of submitting working papers to the Midwinter Colloquium;
- encouraging faculty members to urge their students to submit papers to both research conferences;
- asking key journal editors to review completed papers to help identify at an early stage editorial issues that need to be addressed before final submission; and
- creating financial awards for the top three papers.

On the upside, research approaches and subjects this year were quite diverse. The 2001 research papers employ a variety of research methods, including case studies, historical research, econometric analysis, survey research, and content analysis. These studies addressed a broad range of industries and technologies, including newspapers, magazines, broadcast and cable television, radio, and the Internet. Indeed, it is perhaps one of the greatest strengths of this Division that such a variety of research methodologies are being employed in a diverse variety of contexts, particularly given that the Division's focus might suggest a fairly narrow range of mathematical and economic methodological approaches.

Faculty Research Paper Submissions: The Annual Convention

Media Management & Economics received the following submissions for the 2001 AEJMC Annual Convention:

- 27 faculty paper submissions
- 17 faculty paper acceptances
- 63% acceptance rate

Student Research Paper Submissions: The Annual Convention

Media Management & Economics received the following submissions for the 2001 AEJMC Annual Convention:

- 8 student paper submissions
- 3 student paper acceptances
- 38% acceptance rate

Overview of the Judging Process: The Annual Convention

All research paper submissions were double-blind and peer reviewed by three reviewers. The data gathered was compiled by the Division's paper chair in order to make the final decisions regarding acceptances, rejections, and the Division's awards.

Media Management & Economics utilized a number of judges for 2001 AEJMC Annual Convention:

- 19 judges
- number of papers per judge 5.5

Faculty Research Paper Submissions: MME's Midwinter Research Colloquium

Due to the more informal nature of the Northeast Colloquium, and the inevitable need for a quick turn-around review for both authors and the judges, the MME Division decided (for the second time in as many years) to have judges evaluate only paper proposals rather than complete papers. The goal was, therefore, to provide practical advice to both faculty and students regarding their research in progress, with

the hope that all participants would submit their completed papers to the 2001 Annual Convention. As it turned out, a substantial number of participants at this Colloquium did submit revised versions of their papers to the Annual Convention.

All judges were asked to:

- assess the strengths of the paper proposal with regard to the paper's potential to make a contribution to the discipline;
- the importance level and/or interest level of the overall idea;
- the paper's overall organization;
- the applicability and suitability of the paper's theoretical orientation;
- the paper's research methodology;
- the author's apparent familiarity with the relevant literature;
- describe any weaknesses the paper proposal has or appears to have; and
- make any suggestions for the author(s) on how to improve the proposal and resulting paper.

Media Management & Economics received the following submissions for the 2001 MME Midwinter Colloquium:

- 6 faculty paper submissions
- 4 faculty paper acceptances
- 66% acceptance rate

Student Research Paper Submissions: MME's Midwinter Research Colloquium

Media Management & Economics received the following submissions for the 2001 MME Midwinter Colloquium:

- 2 student paper submissions
- 2 student paper acceptances
- 100% acceptance rate

Overview of the Judging Process

All research paper submissions were "double-blind" and peer reviewed by three reviewers. The data gathered was compiled by the Division's paper chair in order to make the final decisions regarding acceptances, rejections, and the

Division's awards.

Media Management & Economics utilized a number of judges for 2001 AEJMC Annual Convention:

- 19 judges, 5.5 papers per judge
- As for the midwinter colloquium:
- 8 judges, 3 papers per judge

The Judges for the 2001 AEJMC Annual Convention and/or the Midwinter Colloquium:

John V. Bodle, Middle Tennessee State University

Joseph A. Borell, University of Pennsylvania

Dane S. Claussen, Southwest Missouri State University

Jerry Condra, SUNY Oswego

Steven J. Dick, Southern Illinois University

Michel Dupagne, University of Miami (Florida)

Hugh S. Fullerton, Sam Houston State University

Peter J. Gade, University of Oklahoma

Albert Greco, Fordham University

Louisa Ha, Bowling Green State University

Ann Hollifield, University of Georgia

Geoffrey Hull, Middle Tennessee State University

Gracie Lawson-Borders, Southern Methodist University

Fiona McQuarrie, University College, Fraser Valley (Canada)

Philip Napoli, Fordham University

Gregory Newton, University of Oklahoma

John Russial, University of Oregon

Ham Smith, Washington & Lee University

Gerald C. Stone, Southern Illinois University

George Sylvie, Texas at Austin

Michael Wirth, University of Denver

Kenneth Yang, National University of Singapore

Research Awards

In 2000, the Division established three research awards:

- The Steven Lacy Award, given to the top faculty paper presented at the annual convention of AEJMC;
- The Mary Alice Shaver Award, given to the top student paper presented at the annual convention of AEJMC;
- The Robert Picard Award, presented to the best publication in a refereed journal or published in a book.

The recipients of the Lacy and Shaver Awards are determined by a vote of the paper referees. The Picard recipient is determined by a panel of experts, chaired by Alan B. Albarran (editor of *The Journal of Media Economics*). In addition, research awards are presented to the authors of the second and third place faculty papers as well as to the authors of the second and third place student's papers. All award winners receive a plaque in recognition of their achievement.

Primary Research-Related Accomplishment

Perhaps this year's primary research-related accomplishment is the continued progress in enhancing the diversity of the participant's in the Division's various research activities. Both in terms of gender and ethnicity, Division participation has grown more diverse -- more diverse than at any time in the past ten years.

TEACHING

During the year 2000-2001, the Media Management and Economics Division of AEJMC implemented programming designed to meet the Association's goals of fostering curriculum development, encouraging structural supports for teaching, enhancing course content and teaching methods, and promoting assessments of students, teachers, course and programs.

The Media Management and Economics Division developed its goals consistent with the more general goals of the Standing Committee on Teaching Standards. The Division engaged in activities not only during the annual convention, but throughout the academic year. Specifically, the Division utilized its Web site to provide an active forum for sharing teaching resource and exchanging teaching ideas. Bibliographies, syllabi, teaching suggestions, and relevant online/publication resources were offered to the Division's members to enhance their teaching. The Division also participated in the midwinter meeting in New York City and organized panel presentations that integrated theoretical frameworks established in other disciplines into the context of media management and economics. Through the use of the newsletter, the Division assisted newer media management and economics educators. Through panel discussions on new media and convergence, dialogues between regulators and educators, diversity training for general courses, workshops in information gathering tools and funding opportunities, and the establishment of a teaching award, the Division encouraged teaching excellence in a new media environment.

Achievements

The Media Management and Economics Division's most significant achievement in area of teaching in 2000-2001 is its continuous support of its members, both in-convention and out-of-convention, with teach-

ing tools/resources and an environment that looks to the future of media management and economics education.

The division's efforts to meet the AEJMC's four specific Teaching Standards goals including:

Curriculum:

The AEJMC Statement of Goals for Teaching Standards in the area of "curriculum" encourages divisions to address relevant issues, developments, and trends, including values in curriculum choices, liberal arts versus professional training, core curriculum versus menu-based education, internationalization of curricula diversity across the curriculum, adapting to changes in communications technology and hiring, adapting to changes in student needs and interests, and preparing students for change and life-long learning.

To foster the development of a curriculum that responds to the diversifying student body and emerging communications technology, the Media Management and Economics Division set specific goals to enhance its members' ability in addressing diversity issues in classrooms and adapting to emerging new media. The Division accomplished the goals through a strategy of panel presentations that illustrate ways of teaching diversity in a variety of courses and co-sponsoring panel presentations that discuss new media and convergence issues. Specifically, the Division implemented the following activities in the area of curriculum:

- A teaching panel scheduled for the August National Conference titled "Mainstreaming Diversity: Teaching Diversity in Non-Diverse Classrooms and Courses Not About Diversity." The session will discuss course projects that provide a venue for dealing with diversity issues in journalism and mass communication classes that are not specifically focused on race, gender, sexual orientation and the media;

- Two co-sponsored sessions scheduled for the August National Conference addressing new media and convergence in the context of media management and economics. The first panel will focus on managing new media operations: structure, strategy, personnel and product development. The second panel will cover the economic and regulatory issues that the industry faces in the age of convergence. Both panels will address the industry and regulatory concerns that need to be address in preparing the students of 21st century; and

- A pre-convention teaching workshop with the Newspaper and Communication Technology & Policy divisions and the Council of Affiliates about teaching how to use data in reporting and research.

Leadership

The AEJMC Statement of Goals for Teaching Standards in leadership encourages divisions to address the implementation of goals designed to promote teaching excellence, including envisioning education for the 21st century, implementing change, achieving multicultural diversity, creating faculty/student awareness of international concerns, promoting innovation in journalism and mass communication education, and fostering teacher enrichment/faculty exchanges.

To encourage administrative and structural supports for teaching, the Media Management and Economics Division set specific goals to enhance its members' ability to envision education for the 21st century and to equip them to execute that vision. The Division accomplished the goals through a strategy of Web-based resource provisions and exchange of ideas, communication with policy makers, and exploring of funding opportunities. Specifically, the Division implemented the following activities in the area of leadership:

- Continuous update and expansion of Web site resources in media management and economics and a LISTSERV which continues to be used for communication/exchange of ideas between and announcements to the members of the Division.

- Off-site session scheduled for the August National Conference at the FCC to discuss the current economic and regulatory environment of the telecommunications industry. The off-site presentation and dialog between policy makers and educators will enhance the members' ability to understand and communicate with the students the direction of the industry development.

- Co-sponsor a panel with the Law Division that will explore sources of federal funding for social science, humanities and communication research that will offer opportunities for faculty enrichment.

Course Content and Teaching Methods

The AEJMC Statement of Goals for Teaching Standards in course content and teaching methods encourages divisions to address relevant issues, developments and trends, including bibliographies to enrich course content, efforts to integrate knowledge from other disciplines, efforts to integrate the insights of media practitioners, ideas for motivating students, and creative approaches to lectures, labs, field experiences, and collaborative and self-directed learning.

To enhance this area, the Media Management and Economics Division set goals of enhancing its members' ability to integrate knowledge from other disciplines, to share teaching resources and to provide encouragement and teaching tools for newer media management and economics educators. The Division accomplished the goals through a strategy of research presentations that incorporated theories from other disciplines, online and convention resources/tool sharing, and publications of extensive teaching articles.

Specifically, the Division implemented the following activities in course content and teaching methods:

- During the Division's Midwinter Colloquium, a research session included papers that integrated traditional theories found in business literatures into a media context. They are "The Secret Ingredient of a Successful Media Merger: Toward a Resource-Based Theory of Consolidation" and "Time to Market: An Exploratory Study of the Print Media Promotion of New Corporate Names";

- The posting of bibliographies on media management and economics to the Division's web site;

- The posting to the Division's web site of various teaching resources in media management and economics, including links to other relevant Web sites;

- The publication of a special newsletter edition devoted exclusively to teaching media management and economics. In this issue of *MME Record*, new and seasoned teachers wrote articles such as hints for surviving your first year teaching and how to prepare students for management. Sample syllabi, bibliographies, and web resources were shared. Articles included are: "Why is media management important? How to stress this message to students."

"How to handle your first year: survival tactics."

"I'm a graduate student. How do I learn to teach?"

"How to short-circuit a budding journalism career"

- A co-sponsored pre-conference session on teaching students how to access and use U.S. Census Data in their research and reporting.

Assessment and New MME Teaching Award

The AEJMC Statement of Goals for Teaching Standards in the area of assessment encourages divisions to address relevant issues, developments, and trends, including planning and assessing course content, assessing student outcomes, evaluating good teaching, rewarding good teaching/research, and assessing programs.

To promote assessments of students, teachers, course and programs, the Media Management and Economics Division strived to encourage excellence in teaching. The Division accomplished the goal through a strategy of faculty teaching nominations and award. Specifically, the Division implemented the following activities in the area of assessment by creating the Barry Sherman Teaching Award. At the division meeting last August, members voted unanimously to name a division teaching award after Barry L. Sherman. This Award recognizes excellence and innovation in the teaching of media management and economics. It honors the memory of Barry Sherman, who at the time of this death in May 2000 was Lambdin Kay Professor in the Grady College of Journalism and Mass Communication at the University of Georgia and the director of the Peabody Awards from 1991-2000. The Division created a panel to prepare guidelines for the award and a call for nominations was sent through MME Listserv and newsletters. The panel reviewed all of the nominations and the panel selected Professor Richard A. Gershon (Western Michigan University) as the first recipient of the Award.

PROFESSIONAL FREEDOM & RESPONSIBILITY

The Media Management & Economics Division has programmed PF & R activities in four of the five subject areas during the last two AEJMC Annual Conventions in Phoenix and in Washington, D.C. It programmed activities in four of the areas in 2000 and in two areas in 2001. The Division has placed a heavy emphasis on public service to media professionals and academics as shown by the Division's panels. The Division also emphasized inclusiveness by programming two panels in 2000-2001. An ethics panel was programmed in 1999. Overall, the Division has programmed in all five areas in the last three years. The following lists the 2001 panels and the substantive areas.

- Free Expression: one (1 panel in both 2000 and 2001) "The FCC and the Economic Challenges of the Telecommunications Industry: A Regulatory Perspective" (co-sponsored with CT & P);
- Ethics: no panel in 2000 or 2001;
- Media Criticism and Accountability: one in 2000;
- Racial, Gender, and Cultural Inclusiveness: two panels in 2000
- Public Service: two panels in 2001 "New Wine in Old Bottles: Organizing and Managing Media Companies in the Age of Convergence" (co-sponsored with CT & P); and "The State of Scholarly Communication: A Preliminary Analysis of Scholarly Book and Journal Publishing in the United States: 1989-2000" (co-sponsored with the Magazine division);
- Non-Member Convention Speakers: three Robert Pepper, Chief, Office of Plans and Policy, Federal Communications Commission; Douglas Feaver,

Editor, Washington Post Online; and Scott Woelfel, Founder and Former CEO, CNN Interactive;

- Pre-Convention Activities: one in 2000;
- Out-of-Conference Activities: two at the 2001

Midwinter Colloquium

"Market Structure and the Rise of Newspaper Chains in the U.S.: A Case Study of the E.W. Scripps Newspaper Company, 1880-1915"; "What's the Difference? Comparing Content of Newspapers with Strong and Weak Market Orientations"; "The Secret Ingredient of a Successful Media Merger: Toward a resource-Based Theory of Consolidation"; "Rate-Setting Procedures for Preprint Advertising at Nondaily Newspapers"; "Time to Market: An Exploratory Study of the Print Media Promotion of New Corporate Names" and "Interfering Owners or Meddling Advertisers: How Network Television Correspondents Feel About Self-Censorship and Promotional News Stories"

GENERAL INFORMATION

Newsletters

During the 2000-2001 academic year, MME published five newsletters (The MME Record), all posted on the Division's LISTSERV. The LISTSERV is updated as new members join and has proven to be an exceptional way to reach members with news, calls for papers, etc.

- The Fall 2000 MME Record had a call for papers for the Midwinter Colloquium, a list of MME officers for 2000-2001, the Division's plans for 2000-2001, an announcement of the new Sherman Award, and an article about the Division's teaching award from AEJMC;
- The Winter 2001 newsletter was devoted to teaching media management and economics on the collage and

graduate school levels. Articles about surviving teaching, what to expect when you get your first teaching assignment, and a series of syllabi sparked a sizable amount of attention among the Division's members and on the LISTSERV. This was a well-received newsletter.

• The Spring 2001 newsletter highlighted the Division's panels at the 2001 AEJMC Annual Convention. In addition an article outline the papers presented at the Midwinter Colloquium and another announcement about the Sherman Award highlighted this issue. The fourth newsletter centered on the AEJMC Annual Convention, outlining the Division's panels, research papers, business meeting, etc. The fifth newsletter is the 2001 MME Annual Report.

Inclusiveness Goals That Were Attained in 2000-2001

Our major goal for 2000-2001 was to diversity the leadership of MME; and we were able to attract an exceptionally talented of individuals from a cross-section of academic institutions. The following points illustrate the state of MME's leadership in the last three years:

- In 1998-1999, the Division's Executive Committee was comprised entirely of white males;
- In 1999-2000, the Division's Executive Committee added three women (one African-American) and one Hispanic-American;
- In 2000-2001, the Division expanded its Executive Committee to sixteen people: eleven males and five females. Of that number, two are African-American, one is Hispanic-American, and one is Asian-American;
- It is likely the Division's Head in 2001-2002 and again in 2002-2003 will be women;
- Similar patterns of inclusiveness were evident in 2000-2001 among the Division's judges, presenters, etc.

Research Goals That Were Attained in 2000-2001

- Increase the quality of both the panels and the research paper sessions;
- Launch and maintain the named research awards.

Teaching Goals That Were Attained in 2000-2001

- Launch the Barry Sherman Teaching Award.

Goals That Were Not Attained in 2000-2001

- Inability to attract a total of fifty research papers to both the Annual Convention and the Midwinter Colloquium;

- Inability to maintain a 50% acceptance rate at both the Annual Convention and the Mid-Winter Northeast Colloquium;
- Inability to attract more minority members to the Division;
- Inability to attract more female members to the Division.

Possible Reasons Explaining Why Goals Were Not Attained in 2000-2001 and Goals for 2001-2002

- Intense competition from other divisions for the best papers. We will launch an intensive campaign in 2001-2002 to attract more papers (and papers of high quality) to our research sessions;
- A more consistent evaluation procedure is needed for all paper judges. We plan to create a system in 2001-2002 to provide all judges (prior to reviewing papers) with more information, clearer guidelines, and samples of exceptional papers to assist them in the selection process. In addition, we plan to reduce the total number of papers reviewed by each judge to a maximum of three papers per judge. These changes should help us reach our 50% goal;
- According to statistics released by the American Economic Association (the nation's largest, most prestigious academic association of economists), only 10% of their members are females. It is likely that the percentage of females teaching media management and economics in AEJMC schools is significantly smaller than 10%. MME is preparing a master list of colleges teaching media management and economics; and we hope to use this information in 2001-2002 to encourage more departments to offer courses in this area and to attract a larger percentage of minorities to the courses and, hopefully, careers in this sector.

The Standing Committees

MME is, perhaps, the only division at AEJMC that has members who study, analyze, and conduct research on all of the media industries, including print and electronic formats and distribution systems.

We believe the AEJMC Research Committee and the AEJMC Publications Committee could open a dialogue in 2001-2002 with MME as these committees explore and ultimately launch electronic distribution systems for research generated at AEJMC conferences. We have a number of members who are very active in both the print and electronic areas, and they bring exceptional expertise (and contacts) that could provide AEJMC with timely information in what is, arguably, a somewhat complex undertaking.