

# MME *Record*

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## Overview of MME Division's Goals and Activities

*by Ann Hollifield, Past Division Head*

This has been a very active and successful year for the Media Management and Economics Division. The Division's successes included its Midwinter Conference, its international service and outreach work, collaboration with the National Association of Broadcasters on the development of audience research courses in university media management programs, the active use of the Division newsletter and listserv to enhance discussion of academic and professional issues and to support the development of textbooks and management journals, and the development of an outstanding program for the 2002 national conference in Miami.

Among the highlights of the year was the Midwinter Conference, which the Media Management and Economics Division organized and hosted at the University of Georgia. The conference was one of the most successful in the division's recent experience, drawing more than 100 participants from 18 states despite the effect of the tragedy of Sept. 11 on travel. Additionally, the conference attracted a number of participants from the Georgia media professional community who were not AEJMC members, including both those who were invited as panelists and those who simply attended out of interest. Of particular note, the conference was very successful in attracting student scholars, including master's students. Many of the graduate students were attending their first academic conference and making their first research presentation. Creating a supportive environment for young scholars is a primary motivation for MME's continued sponsorship of midwinter academic conferences. Consequently, the high level of participation by students was particularly gratifying. The conference featured research, teaching and PF&R panels, and nine refereed research-paper sessions where 31 papers were presented.

Among the Division's other major accomplishments during 2001-2002:

The Division greatly expanded its international service and outreach work during the year in efforts that reflect the goals established by AEJMC. The Division was contacted by scholars in China, Russia, and Romania and asked to assist in identifying books, journals, course syllabi, and other teaching materials that could be used in new graduate and undergraduate programs in media management and economics being developed in those countries. The division also was asked to assist in identifying graduate programs in media management and economics in U.S. universities that would be appropriate for foreign students and mid-career professionals seeking to continue their studies in the field, and academic conferences that would be most useful for scholars in the field of media management and economics to attend. A number of division members also participated directly in international service and outreach activities during the year.

The Division sought to build its membership throughout the year, particularly international membership. The Midwinter conference was part of that effort and attracted two papers from overseas. In spring 2002, the Division also undertook a major membership recruitment mailing. The mailing was sent to non-AEJMC members who had attended the international Media Economic conference organized by Division member Robert Picard in Turku, Finland, in May 2002.

During the year, the Division's leadership worked in collaboration with the National Association of Broadcasters, the Broadcast Education Association, and the Broadcast Research Initiative on the development of courses and curricular materials related to audience research. Gary Corbitt, Research Director for WJXT/Post Newsweek Stations and leader of the Broadcast Research Initiative, was invited to discuss this initiative during the Division's 2001 Business meeting in Washington and to author a lead article on

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the topic in the Division's Winter newsletter. The Division's Head and Vice Head participated in conference calls during the year to continue work on curriculum proposals and collaboration.

The Division worked all year with the International Journal of Media Management on the development of a new award that would encourage scholarship in media management. The exact standards for the award and the process by which the Journal will award it are still being developed, but MME Division leadership has been actively involved in working with the Journal's editorial board on the project.

During the academic year, the Division published three newsletters. Shortly after the convention in Miami, the Division will have published five newsletters, including two special summer issues.

The Division maintained an active listserv that was used to discuss a variety of divisional and professional issues. Twice during the year, the listserv was used to explore issues related to the development of textbooks and journals in our field.

### **Division's Goals: Met and Unmet**

The Division entered 2001-2002 with three primary goals for the year: to organize and host a successful Midwinter conference; to build division membership; and to increase research paper submissions.

- The Midwinter conference was an unconditional success. Therefore, that goal was met.
- Membership rose from 157 to 199 during 2001-2002, a 27% increase. A Membership Recruitment and

Retention Chair was named for the Division for the first time in 2001, as was an International Service and Outreach Chair, with responsibilities for recruiting international members. The Membership Chair, Dane Claussen, developed a recruitment flyer for the Division that was distributed at the NCA convention, the Midwinter conference sponsored by the Division, and several other non-AEJMC academic/professional activities. Additionally, he spearheaded a large mailing of MME Division information to non-AEJMC member attendees at the International Media Economics conference that took place in Turku, Finland, in May 2002.

- The third major goal for the year was to increase the number of refereed research papers submitted to the Division. To this end, a Paper Competition Marketing Chair was appointed for the Division, and the Division's Call for Papers was distributed at NCA, the Midwinter Conference and several other non-AEJMC venues. Despite these efforts, the total number of paper submissions to the Division for the Miami convention dropped to 32, down by 3 papers from the 2001 Washington, D.C. conference. However, the number of graduate student paper submissions jumped substantially from last year, up to 13 from 8 in 2001, as did the acceptance rate for student papers. When the papers submitted to the Division for the Midwinter Conference are included in the count, the total number of submitted papers was 47. However, the 2001 figure does not include papers submitted to the Division for the 2001 Midwinter conference, so the comparison is not perfect.

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## **RESEARCH** by Philip M. Napoli, Research Chair & Hugh Fullerton, Refereed Paper Chair

This was a very active year for the Media Management and Economics Division from a research perspective. It hosted a Midwinter conference at the University of Georgia that included nine refereed research sessions and one research panel. The conference was co-sponsored by four other divisions, Communication Technology & Policy, Radio & Television Journalism, Civic Journalism, and Visual Communication.

The research panel was titled "Breakfast with Senior Scholars" and was moderated by Hugh Martin of the University of Georgia. The panelists were Alison Alexander (University of Georgia), Stephen Lacy (Michigan State University), Joe Dominick (University of Georgia) and Lee Becker (University of Georgia). This panel gave attendees insights into research trends in the field, tips in getting research published, and advice on developing and managing a research program. Approximately 30 people attended the session. The nine refereed research panels at the Midwinter conference showcased 31 papers. Each of the panels was co-sponsored by all of the divisions participating in the conference. Attendance for these sessions ran from 5 to 20 people. The panels addressed a variety of timely issues, including the digital divide, copyright, and the media's response to the events of September 11.

The research line-up for the annual convention in Miami was a full one, with five refereed paper sessions and two research panels. The first research panel (co-sponsored with the Advertising Division) was titled "The

## Research (Cont. from page 2)

Economics of New Audience Measurement Technologies.” This panel addressed new audience measurement technologies such as Arbitron’s personal portable meter and Nielsen’s very controversial local people meter, and their possible effects on the economics of media industries. Scheduled participants in this panel are drawn from both industry and academia, and included Ken Wollenberg, Senior Vice President at Nielsen Media Research; Dick Spooner, founder of Adcom (a provider of local cable audience data); Betty Frazier, Research Director of television station WTVJ (NBC) in Miami; and Beth Barnes, associate professor of advertising at Syracuse University and a leading researcher on the interaction between audience measurement and media economics.

The second research panel (co-sponsored with Communication Technology & Policy) is titled “The Effects of Media on the Economy” and addressed the timely topic (considering the current state of the economy) of how the media affect economic conditions. Panelists include MME Division Head Ann Hollifield; Kevin Gale, Editor of the South Florida Business Journal; Ben Bates of the University of Tennessee; and Tudor Vlad, University of Georgia. One of the primary goals of the panel defined a future research agenda in “economic communication” for mass communication scholars, to mirror the resources scholars in the field already have devoted to “political communication.”

### **Strengths and Weaknesses of Research Activities**

Strengths: Conducting and disseminating research that is very timely and topical. For instance, in our Midwinter conference a panel addressed the events of Sept. 11 and the AEJMC conference line-up included a panel on emerging audience measurement technologies. Addressing issues that are both very current and highly relevant to both academics and professionals in the field is a key strength of the division. A second major strength has been the strong involvement of graduate students in the Division’s research competitions and panels and the increase in the number of graduate student research paper submissions. In all 16 graduate students presented papers at Division events during 2001-2002 and a number of these individuals were masters students or first-year doctoral students making their first research presentations.

Additionally, although the number of research papers submitted to the Miami convention was down slightly from last year, in the view of the Division’s Paper

Competition Chair who is serving his second term in that position, the quality of the submissions was higher. There were a number of papers that might have made it onto the convention program last year that were not accepted this year. On the whole the papers were more sophisticated in the use and analysis of data. A substantial change was the proportion of papers devoted to economics topics compared to those devoted to management. The proportion of management papers, which used to dominate paper submissions, was down this year while those devoted to economics increased. Broadcast and telecommunications topics continued to dominate, but several of the accepted papers dealt with newspapers and one with magazines.

The Division is open to research conducted through all methods of inquiry and actively advertises its interest in receiving research submissions grounded in a variety of approaches to inquiry. However, the nature of the field is such that the majority of submissions to the Division used empirical research designs and quantitative methods.

Weakness: Not having enough ethnic diversity among the researchers participating in our research panels.

### **Number of Faculty Research Submissions**

Midwinter Conference: 4 Accepted

Miami Convention: 19 Submitted; 12 accepted;

Acceptance rate: 63%

2001: 27 Submitted; 17 accepted; Acceptance rate: 63%

### **Number of Student Research Submissions**

Midwinter Conference: 9 accepted

Miami Convention: 13 Submitted; 7 accepted;

Acceptance rate: 54%

2001: 8 Submitted; 3 accepted; Acceptance rate: 38%

Total Miami Convention Paper Submissions to MME:

32 Submitted; 18 Accepted; Acceptance rate: 56%.

Total Midwinter Conference Acceptance Rate: 80%

### **Overview of the Judging Process**

All research papers submissions to the Miami convention were double-blind and peer reviewed by three reviewers. Faculty and student paper submissions were reviewed through the same process with no distinction being made to the judges. This ensures that the highest-quality research submitted to the division is accepted for presentation regardless of authorship. It also ensures that faculty submissions are not privileged over student submissions. The data gathered from the judges were

## Research (Cont. from page 3)

compiled by the Division's paper chair in order to make the final decisions regarding acceptances, rejections, and the Division's awards. For the Midwinter Convention, judges blind-reviewed paper abstracts of no more than two pages in length.

### **Number of Judges**

There were 26 judges in all for the Miami paper competition. Of those, 17 were male and 9 were female. The ethnic breakdown of judges was as follows: 22 Caucasian; 2 Asian; 2 African-American. Each judge was asked to judge between three and four papers, with a mean of 3.55.

### **Refereed Non-Paper Research Competitions**

The MME Division does not currently sponsor any type of refereed non-paper research competition.

### **Faculty/Student Research Awards**

The MME Division sponsors three named research awards and is in the process of developing a fourth.

The Robert Picard Award is presented to the authors of the book or journal article published during the year that is considered by the judging committee to have made the greatest contribution to the field of media management and economics. Nominations for the Picard award are sought from MME division members and editors of journals that publish articles in the media management and economics area. Nominees are reviewed and judged by members of the MME Division's Named Awards Committee, all members of the Division's Executive Board. The Picard Award winner(s) receive an awards plaque at the Division's business meeting at the national convention.

The Stephen Lacy Award is given to the author(s) of the top faculty paper presented at the annual convention of AEJMC, as judged and scored by the division's paper competition reviewers. The winner(s) receive an awards plaque. The award is made at the Division's business meeting at the national convention.

The Mary Alice Shaver Award is presented to the author(s) of the top student paper presented at the annual convention of AEJMC, as judged and scored by the division's paper competition reviewers. The

winner(s) receive an awards plaque at the Division's business meeting at the national convention.

In addition to the named awards, research awards are presented to the authors of the second and third place faculty papers and student papers. All award winners receive a plaque in recognition of their achievement.

An International Journal of Media Management Award is currently being developed. In 2002, IJMM approached the division about sponsoring a new annual research award. In the future, MME Division members will be asked to approve a proposal for a research award that probably will recognize graduate student research, but which will not compete with the Mary Alice Shaver Award.

### **Primary Research Accomplishment**

The MME Division's primary accomplishment in the area of research this year was in organizing and hosting an extensive midwinter research conference (31 papers presented). The conference gave members an opportunity for exposure and feedback for their work. Additionally, it attracted a large number of graduate student scholars, including several still completing their masters degrees. Thus, the Midwinter Conference accomplished one of its primary missions for the division, which is to support and encourage graduate student scholars in the field and to provide a friendly environment in which new scholars can feel comfortable in making their first research presentations to an academic/professional audience. The importance of the Midwinter Conference to encouraging graduate student participation in research and convention activities, and in providing students with early feedback on their work, is reflected in the substantial increase the Division saw this year in the graduate student-paper submission and acceptance rate for Miami.

In sum, the Media Management and Economics Division's research activities for the year illustrated the division's commitment to conducting and disseminating research, as well as the Division's commitment to establishing and maintaining relationships with influential industry professionals across a variety of segments of the media industry.

# TEACHING

 by Randy Beam, Vice Program Chair and Teaching Standards Chair

The MME Division has identified four broad goals related to teaching:

- Fostering curriculum development;
- Encouraging structural supports for teaching;
- Enhancing course content and teaching methods;
- Promoting assessment of students, teachers, courses and programs.

Within each area, the MME Division's Teaching Standards Committee has identified more specific goals that it pursued during the 2001-2002 academic year. These goals reflected two themes: 1) a continuing commitment to dealing with the issues of diversity and 2) an emphasis on providing teaching resources for members. The summaries below describe the Division's efforts, which included expansion and promotion of our Web site as a resource for teaching and research; panels dealing with both broad and narrow issues related to diversity; discussions about the impact of new technologies on curriculum; and an award for faculty who represent excellent in the teaching of media management and economics.

## Curriculum

Division Goal: To continue momentum from last year by addressing both general issues related to diversity and teaching as well as specific issues related to teaching about the challenges facing managers of media organizations in culturally diverse communities. The objective was to provide members with both curricular advice on dealing with diversity and with suggestions on ways to modify curricula to deal more effectively with diversity issues.

Last year, the Division organized convention sessions that focused on general teaching issues related to diversity. This occurred largely through sponsorship of a panel on "mainstreaming" diversity – dealing with diversity issues in courses that are not about diversity. This year, the goal was both to expand on our success last year by contributing both general programming in this area and programming that focused more narrowly on diversity issues as they relate to teaching about media management and economics. The Division saw the AEJMC conference location – Miami, one of the most multi-ethnic communities in the United States – as a resource that would allow us to address both goals in significant ways. The Division took the lead in organizing two panels focused on diversity issues:

- "Ways of Knowing: Teaching Across Cultures and Borders" (lead organizer, co-sponsored with Minorities

and Communication Division). This panel focused on broader issues of teaching in culturally diverse communities. It explored issues that arise when faculty members teach "across borders," either physical or cultural. Panel members discussed the challenges that arise when either the professor or student in a U.S. university is an international scholar. Other issues addressed included dealing with differences in culture, language and professional values for faculty doing international service and outreach projects.

- "Media Management Challenges in a Culturally Diverse Marketplace" (lead organizer and sole sponsor). This panel focused on issues facing teachers of media management. It began with the premise that U.S. markets are becoming increasingly diverse, and Miami/Dade County represents one of the most culturally diverse markets in the country. It is not only racially diverse, but traditional racial groups are often fragmented by cultural differences arising from different countries of origin in the Caribbean and Latin America. This panel explored the impact of cultural differences on the management of media enterprises. It included representatives from the publishing and broadcasting industries and helped make those who teach media management more aware of the challenges facing leaders of media organizations in culturally diverse markets.

## Out-of-Convention Activities

During the year, the Division's leadership worked in collaboration with the National Association of Broadcasters, the Broadcast Education Association, and the Broadcast Research Initiative on the development of courses and curricular materials related to audience research. Gary Corbitt, Research Director for WJXT/Post Newsweek Stations and leader of the Broadcast Research Initiative (BRI), was invited to address this issue during the Division's 2001 Business meeting in Washington and to author a lead article on the topic in the Division's Winter newsletter. The BRI is charged with improving research in the broadcast industry and providing the industry with highly skilled, trained research personnel. To that end, participants in the BRI are seeking to collaborate with academics and professionals to develop university courses that would teach industry-oriented research skills, to be hosts for regional continuing education and development workshops and to provide professional researchers as guest speakers and instructors to university classes.

## Teaching (Cont. from page 5)

The MME division has participated actively in these collaborative efforts, with the Division's Head and Vice Head participating in conference calls and e-mail consultations during the year to work on curriculum proposals, the development of speakers' bureaus and other collaborative efforts.

### **Leadership**

**Division Goal:** To develop programming related to new-media technology and its implications for the journalism education in the 21st century. The objective was to stimulate thinking by faculty about how programs in journalism and mass communication may need to revise curricula in light of technology-related trends such as convergence.

#### Out-of-Convention Activities

The Division sought to address this goal in its Midwinter Conference in Athens, Georgia, which is only 45 miles south of Atlanta, the home base for one of the most "converged" media organizations in the world – CNN. At the Midwinter Conference, the Division organized a panel entitled, "Technology and the Journalism Curriculum: Does Industry Convergence Require Changes in the Way that We Teach?" (co-sponsored with Radio & Television Journalism, Communication Technology & Policy, Visual Comm and Civic Journalism). Panel members Scott Woelfel, president and CEO of Armchair Media Inc. and founder and former president of CNN Interactive, and Kurt Greenbaum, general manager of Media General Interactive, discussed ways in which convergence was reshaping the skill sets needed for students of journalism and mass communication. Speakers also cautioned against the programs putting too much emphasis on teaching technology per se in their curricula.

**Division Goal:** To expand our international service and outreach mission to support the development of education in media management and economics around the world, with particular emphasis on those nations with emerging democracies or economies in transition.

The Division greatly expanded its international service and outreach work, particularly in support of those leading curriculum development in the area of media management and economics. The Division was contacted by scholars in China, Russia, and Romania and asked to assist in identifying books, journals, course syllabi, and other teaching materials that could be used in new graduate and undergraduate programs in media management and economics being developed in those countries. The Division also was asked to

assist in identifying graduate programs in media management and economics in U.S. universities that would be appropriate for foreign students and mid-career professionals seeking to continue their studies in the field, and academic conferences that would be most useful for scholars in the field to attend. A number of Division members also participated directly in international service, outreach, and teaching-exchange activities during the year.

### **Course content and teaching methods**

**Division Goal:** To collaborate with teachers of traditional journalism courses to improve the quality of journalism in the public interest, without sacrificing the economic success of media organizations.

#### In-Convention Activity

In the past few years, the MME Division has focused its pre-convention activities on teaching-methods workshops. Two years ago, the Division co-sponsored a teaching session on advertising sales, while last year, the Division co-sponsored a session that examined techniques for using census data for both industry research and computer-assisted reporting.

This year, the Division co-sponsored the pre-convention workshop "Covering Crime: Does it Have to Bleed to Lead." The workshop, which focused on techniques for creating effective and focused crime coverage that serves the public interest, included such leading presenters as Edna Buchanan, the Miami Herald's crime reporter emerita and author. The RTVJ Division is the lead sponsor of the workshop.

**Division Goal:** To use our electronic newsletter to provide practical advice and resources for teaching media management and economics. The objective this year was to make the newsletter a vehicle for teaching tools in addition to teaching advice.

In the past, our newsletter content has successfully provided good general advice about strategies for teaching media management and economics. This year, we sought to provide more specific resources to Division members who teach courses in this area. We accomplished this in two ways:

- One newsletter article focused on Web resources that are useful to faculty and students doing research on media management and economics. Division members were asked to suggest Web sites for this article. Then the author of the article provided an annotated list of these sites that included their URLs and short descriptions of the content available on them.
- A second newsletter article focused how to encourage active learning in courses devoted to sales and

## Teaching (Cont. from page 6)

management. The author of the article asked two dozen sales, management and media-economics instructors to describe their most effective teaching methods. These included public-service projects and actual business ventures; a role-playing “card game” to help students apply different persuasive sales techniques, depending on the “hand” they are dealt; case studies in which students role-play situations where the station is sold, employees must be reprimanded and laid off; job shadowing of media professionals; research projects on media conglomerates operating in the student's home market; and interactive video sales training. The purpose of the article was to provide specific exercises for teaching in media management and economics courses.

(Note: The Division continues to maintain and expand its Web resources for teaching and research. This site includes course outlines and an annotated list of links to helpful resources for students doing research on media management and economics.)

Division Goal: To support the continued development of outstanding materials to support excellence in media management and economics instruction. During the year, the Division's active electronic listserv was used to survey MME members about their reactions to the 2nd edition of *Media Management: A Casebook Approach* (Lawrence Earlbaum), and their suggestions for ways the forthcoming 3rd edition might be changed to make it more valuable for instructors.

### Assessment

Division Goal: To better understand how to prepare students for successful internships or careers. The objective was to make the division more proactive in linking our students (and their training) to the industries in which they'll work and in understanding what skills and abilities potential employers think we should work in developing in mass-communication students.

### In-Convention Activities

The Division's teaching-related programs this year have focused on “real-life activities.” That theme runs through our emphasis on media work in culturally diverse communities; on providing pragmatic advice via our newsletter; and on developing programming that can help us better understand what skills and abilities employers value in students. To that end, the Division took the lead in organizing this panel on what employers look for in students seeking internships and jobs on the business side of media organizations:

- “Preparing Students for the Business of Media: Internships in Sales, Finance & Management” (lead in

organizing, co-sponsored with Internship & Career Interest Group). The panel highlighted the importance of business-side jobs for students seeking work at media and telecommunications firms. This panel focused on two themes: First, how faculty and internship coordinators could broaden their internship programs to offer students practical experience in media industry marketing, sales, finance, human resources, corporate communications and operations. Second, how faculty might better understand the skills and abilities that are prized in business-side jobs so that they could better advise students on career benefits and career paths for these positions.

Division Goal: To reward and acknowledge excellent teachers of media management and economics.

In 2001, the Division established the Barry Sherman Teaching Award, which recognizes excellence and innovation in teaching of media management and economics. The award was presented again at the Division's annual business meeting. The Division seeks nominations for Sherman Award recipients from its membership. Nominees are asked to submit materials regarding their teaching to Teaching Standards chair. The Teaching Standards chair selects a panel of judges that includes the Named Awards chair and senior faculty (with experience teaching media management or economics) from two other institutions. The judges select the recipient, who receives a plaque at the Division's business meeting.

The Division intends to use the award as a vehicle to encourage teaching excellence by posting materials from the winner (course outlines, innovative assignments, etc.) in a special section of the Division Web site. This will be a way to create a database of resources from the Division's most-successful teachers. The Teaching Standards Committee also will solicit from the winner a short “teaching philosophy” statement and intends to do an article about the winner for the newsletter.

(Note: The issue of assessment remains on the Division's “radar screen,” but development of specific assessment criteria for course content and student outcomes is extremely challenging. Unlike many AEJMC Divisions, members of Media Management and Economics are drawn from a variety of disciplines and administrative units. Some members come from colleges of business and others from schools of journalism and still others from communication or mass communication departments within colleges of liberal arts or fine arts. Division members are associated with

## Teaching (Cont. from page 7)

programs focused on journalism, economics, telecommunications, advertising, publishing, photography and public relations. Given this eclectic nature of the Division's membership, it will be difficult to agree on assessment standards that seem to fit every situation. That's because assessment standards, by definition, are implicit statements about an organization's missions and values. The missions and values of the programs "housing" our members vary substantially.)

(Note: The Division discussed and decided not to pursue any special programs related to research on teaching. The Division's membership is small, and there was no sentiment that a special research panel on teaching would draw an acceptable number of submissions.)

### **Most-Significant Accomplishments**

The Division's most-significant accomplishments this year relate to curricular efforts. The sole-sponsored session on managing in culturally diverse environments, organized by Mary Alice Shaver, was an exciting and insightful session in which the presenters included high-profile media managers from South Florida. The Division's collaboration with the National Association of Broadcasters, the Broadcast Education Association, and the Broadcast Research Initiative on development of courses and curricular materials represents an important effort to create important ties between the academy and industry. C. Ann Hollifield and Sylvia Chan-Olmsted were the Division's key representatives on that initiative.

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## **PROFESSIONAL FREEDOM & RESPONSIBILITY**

This was a year of significant activity for the MME Division in the area of Professional Freedom and Responsibility. The Division co-sponsored four PF&R panels at the Miami Convention. It also organized and hosted a five-division Midwinter conference at the University of Georgia, the keynote plenary session of which was a PF&R panel on media and terrorism. The Midwinter Conference plenary session drew an audience of more than 60 people, including non-AEJMC-member media professionals from Atlanta and Political Science faculty and students from the University of Georgia. The Division also worked with the National Association of Broadcasters, the Broadcast Education Association and the Broadcast Research Initiative throughout the year to develop stronger contacts between university media management programs and audience research professionals in the media industry.

The six PF&R panels that the MME Division sponsored this year were:

Midwinter Conference: "Media and Terrorism." Panel organized by RTVJ; Conference organized and hosted by MME. Panel Co-sponsored by MME, Comm Tech & Policy, Civic Journalism, and Vis Comm.

Miami AEJMC Conference: Pre-Convention Workshop: "A Multi-Faceted Look at Crime Coverage." Workshop proposed by RTVJ. Co-Sponsored by MME, Newspaper, Law and Entertainment Studies divisions. The workshop had a dual focus: the PF&R issues raised in crime coverage and teaching students how to cover crime in an effective and responsible way.

"Managing Disasters: Organizational and Professional Issues that Arise When the Worst Happens." Panel idea proposed by MME. MME arranged speaker funding, identified and contacted three of the four panelists, and provided the moderator. Co-sponsored by RTVJ.

"Are the Demands of Wall Street Trumping the Needs of Main Street? What Can Journalists and Educators Do?" Panel idea jointly proposed by MME and Newspaper Division.

"The Spanish Language Media Market in the U.S." Panel idea jointly proposed by MME and Public Relations. MME identified and contacted three of the four panelists on the panel.

"Media and Terrorism: Mini-Plenary." Mass Comm & Society is the primary organizer. MME is a co-sponsor and suggested panelists.

### **Five Program Areas**

During the course of the year, the MME Division addressed all five areas of concern in the area of Professional Freedom and Responsibility as illustrated in the following.

- Freedom of Expression:

This was a significant focus of the mini-plenary session "Media and Terrorism." It also was addressed in the Midwinter Conference session "Media and Terrorism." Of particular interest was discussion of the recent changes in the Freedom of Information Act.

- Ethics

Pre-Convention Workshop: "A Multi-Faceted Look at Crime Coverage." The workshop focused on how

faculty can teach students how to cover crime in an effective and responsible way.

Dealing ethically with victims of natural and man-made disasters while covering disaster stories was addressed by Richard Simpson, Director of the DART Center, on the panel “Managing Disasters: Organizational and Professional Issues that Arise When the Worst Happens.” Another member of that panel, psychologist Caroline Pyevich, addressed organizational and managerial ethics in preparing journalists and others to cover disasters in such a way as to minimize their risk of developing post-traumatic stress disorder.

- Media Criticism & Accountability

Pre-Convention Workshop: “A Multi-Faceted Look at Crime Coverage.” The workshop examined issues of accountability, the public interest, and irresponsibility in crime coverage.

Joyce Reed, Vice President of Strategic Operations, KWTW, Oklahoma City, and Bryan Norcross, Director of Meteorology, WFOR-TV, Miami, addressed media responsibility when covering crises on the panel “Managing Disasters: Organizational and Professional Issues that Arise When the Worst Happens.”

Addressing issues of media accountability and service to the public interest is the focus for the entire panel “Wall Street and Its Impact on the Newsroom.”

- Racial, Gender, and Cultural Inclusiveness

Issues of racial and cultural inclusiveness was the entire focus of the panel “The Spanish Language Media Market in the U.S.”

During the Midwinter Conference, Leonard Ray Teel, Director of the Georgia State University Center for International Media Education, discussed U.S. media’s visual representation of the Afghan culture and the war on terrorism. Sheila Teft, former Southeast Asia Correspondent for the Christian Science Monitor, discussed Western media’s misinterpretation of roles of women in Afghan and Southeast Asian societies.

- Public Service

The focus for the entire panel “Wall Street and Its Impact on the Newsroom” was the ways in which current financial-market expectations affect the ability of news media to meet their public service obligations.

During the Midwinter Conference, Tim Lister, Vice President of CNN International, and Bert Roughton, Jr., Crisis Editor for the Atlanta Journal Constitution, discussed ways in which their organizations had responded to Sept. 11 and the War on Terrorism, including how they had changed internally in order to better serve the public interest.

Also, the Division has been working throughout the year with the NAB, BEA and BRI to develop stronger ties between university programs in media management and economics and industry professionals specializing in audience research.

Number of Non-Member Invited Convention Speakers:

19 on PF&R Panels;

13 on non-PF&R MME Division panels

Total: 32, Miami and Midwinter combined

**Midwinter Conference:**

PF&R Panel: Tim Lister, Vice President of CNN International; Bert Roughton, Jr., Crisis Editor, Atlanta Journal Constitution

Non-PF&R Panels: Kurt Greenbaum, General Manager, Media General Interactive; Scott Woelfel, President and CEO of Armchair Media Inc., and Founder and former president, CNN Interactive

**Miami Conference:**

PF&R Panels: Rick Sanchez, MSNBC; Ike Seamans, WTVJ; Deborah Potter, Executive Director, Newslab; Sam Terilli, partner, Ford & Harrison, LLP, former general counsel for Miami Herald Publishing Company; Ted Gest, Head of Criminal Justice Journalists, Pennsylvania; Edna Buchanan, Crime Reporter Emerita and novelist, Miami Herald; Sarah Eschholz, Dept. of Criminal Justice, Georgia State University; Valerie Kalfrin, Florida Tribune; Bryan Norcross, Director of Meteorology, WFOR-TV, Miami; Caroline Pyevich, Psychologist, University of Tulsa; Joyce Reed, Vice President of Strategic Operations, KWTW, Oklahoma City; Tom Wolzien, Senior Media Analyst, Sanford C. Bernstein & Co. LLC; James Naughton, Poynter Institute; Adriana Grillet, Vice President of Promotions, Affiliate Relations, and Community Affairs, Radio Unica; Daniel Shoer-Roth, Business Reporter, Spanish-language Media and Market, El Nuevo Herald; Gonzalo R. Soruco, Miami; Neil Brown, Managing Editor/Vice President, St. Petersburg Times.

Non-PF&R Sessions:

Kevin Gale, Editor, South Florida Business Journal, Miami; Roberto Suarez, Former Publisher, El Nuevo Herald, President, The Miami Herald; Jerry Rushin, Vice President, General Manager, WEDR-WHQT, Miami; Sabrina Crow, Publisher, Latin Trade; Dick Spooner, Founder, Executive Vice President, ADcom, Deerfield Beach, FL.; Ken Wollenberg, Senior Vice President, Strategic and Business Development, Nielsen Media Research, New York, NY; Betty Frazier, Research Manager, WTVJ (NBC), Miami; Michol Klabo, Internship Director, Clear Channel, Miami;

David Landsberg, Vice-President, Advertising, Miami Herald Publishing; Meylin Llampay, Paramount Domestic Sales, Miami; David Stump, Local Sales Manager, Adelphia Cable Media Services, Miami.

### **Pre-Convention Activities**

MME Division co-sponsored a pre-convention workshop on "Covering Crime: Does it Have to Bleed to Lead?" The workshop involves a number of leading professionals, including Rick Sanchez, MSNBC; Ike Seamans, WTVJ; Sam Terilli, partner, Ford & Harrison, LLP, former general counsel for Miami Herald Publishing Company; Ted Gest, Head of Criminal Justice Journalists, Pennsylvania; Edna Buchanan, Crime Reporter Emerita and novelist, Miami Herald; Sarah Eschholz; Valerie Kalfrin, Florida Tribune.

### **Out-of Conference Activities**

The Division organized and hosted a Midwinter Conference at the University of Georgia. It was one of the most successful in the division's recent experience, drawing more than 100 participants from 18 states despite the effect of the tragedy of Sept. 11 on travel. Also, the conference attracted a number of participants from the Georgia media professional community who were not AEJMC members, including both those who were invited as panelists and those who attended out of interest. The Midwinter conference was very successful in attracting student-scholars, including master's students. Many of the graduate students were attending their first academic conferences and making their first research presentations. The Midwinter Conference included a PF&R panel on "Media and Terrorism." Co-sponsors of the conference were RTVJ, Comm Tech & Policy, Vis Comm, and Civic Journalism.

During the year, the division's leadership collaborated with the National Association of Broadcasters, the Broadcast Education Association, and the Broadcast Research Initiative to develop courses and curricular materials related to audience research. Gary Corbitt, Research Director for WJXT/Post Newsweek Stations and leader of the Broadcast Research Initiative, was invited to present this initiative to the Division during its 2001 Business meeting in Washington and to author a lead article on the topic in the Division's Winter newsletter. The Division's Head and Vice Head participated in conference calls during the year to continue work on curriculum proposals and collaboration.

The MME Division has published four newsletters and will publish an additional newsletters this summer. The newsletters have included articles on PF&R issues, including a lead article authored by Gary Corbitt,

Research Director for WJXT/Post Newsweek Stations and leader of the Broadcast Research Initiative, informing Division members about that initiative. Additionally the Division maintains an active listserv that is used both for discussion among members, and also as a means to survey member opinion on a variety of topics including proposed journals and textbooks.

The Division greatly expanded its international service and outreach work in efforts that reflect the goals established by both the AEJMC PF&R and Teaching Standing Committees. The Division was contacted by scholars in China, Russia, and Romania and asked to assist in identifying books, journals, course syllabi, and other teaching materials that could be used in new graduate and undergraduate programs in our field being developed in those countries. The division also was asked to assist in identifying graduate programs in media management and economics in U.S. universities that would be appropriate for foreign students and mid-career professionals seeking to continue their studies in the field, and academic conferences that would be most useful for scholars in the field of media management and economics to attend. A number of division members also participated directly in international service and outreach activities during the year, including continuing professional education workshops for media professionals in emerging democracies.

### **Primary PF&R Accomplishments**

The MME Division has succeeded in accomplishing a number of major goals. The Midwinter Conference was one of the largest attended of any recent Midwinter and attracted a number of non-AEJMC member professional participants to its sessions. The Division also put together a strong PF&R program for the Miami, having originated the proposals for all but one of its PF&R panels and being actively involved in identifying, contacting and arranging panelists. Also, the Division has greatly expanded the number of non-AEJMC member panelists that it has had involved in both in-convention and out-of-convention activities this year.

Finally, the Division is proud of the strong professional service and outreach activities that it has engaged in, including working with the NAB/BRI to collaborate between media management faculty and industry research professionals. The Division's focus on international service and outreach also achieved success, by the Division serving as a resource to media professionals and academics in emerging democracies and economies in transition as they pursue information on issues of media management and economics.