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Overview of MME Division's Goals and Activities

by Sylvia Chan-Olmsted, Division Head

Overview of MME Division Activities

This has been an active and successful year for the Media Management and Economics Division. The Division's accomplishments during the year included its Midwinter Conference, its internalization in members and research topics, collaboration with the National Association of Broadcasters and Broadcast Research Initiative in the development and assessment of audience research courses in university media management programs, the active use of the Division newsletter and listserv to enhance the discussions of teaching ideas/resources and PF&R issues, and the development of an outstanding program for the 2003 national conference in Kansas City.

Among the highlights of the year was the Midwinter Conference, which was co-sponsored by the Media Management and Economics Division and held at the University of Colorado at Boulder. The conference featured 36 research paper presentations and excellent panels addressing topics such as media in the Middle East, convergence, multimedia technologies and the changing journalism education. Of particular note, the Midwinter 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.

An International Service and Outreach Chair with responsibilities for recruiting international members was named in 2002. The Chair was based at the University of St. Gallen, Switzerland, and has been actively promoting the MME Division at various international conferences. The growth in the numbers of

international members and research paper submissions demonstrated the Division's success in this area. In fact, one of the best faculty papers and one of the best student papers were produced by scholars from the international community.

The Division also has established a tie with various industry professionals and organizations, working together to offer workshops, exchange research ideas that bridge the academic and industry interests, and develop assessment directions for audience analysis-related courses.

The MME Division continues to find ways to provide various forums for exchanging teaching ideas, sharing teaching resources, discussing PF&R issues through its web-based newsletters and listserv. There have been quite a few lively discussions concerning media management curricula on the listserv and outstanding articles addressing PF&R issues in the Division newsletters. In fact, the Division has published a total of five newsletters, including two special summer issues. One of the listserv discussions evolved into our back-to-back sessions on teaching about economics and management, with one session intended to appeal broadly to convention-goers by focusing on what journalism students need to understand about the business of journalism and the other to serve MME members involved in curriculum development.

In the area of research, the Media Management and Economics Division considers its accomplishments to be the diversity of its research topics, methodologies, and contributing scholars. The Division strives to include not only women and members of under-represented ethnic groups in all of its activities; it also prides itself on the strong involvement of graduate students and international scholars in the Division's research competitions and panels. The diverse research

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perspectives contribute to our members' understanding of mass media from multi-facet, holistic, and global viewpoints.

In the area of teaching standards, the Media Management and Economics Division was successful in researching and disseminating curriculum and teaching ideas on a regular basis via its newsletters and listserv, familiarizing its members with emerging media management topics through its timely panel programs, and addressing teaching accountability through forums for MME members as well as various partnerships with industry professionals and industry organizations that help the Division identify teaching assessment tools. MME's key accomplishments also include the two teaching panels on management and economics.

In the area of professional freedom and responsibilities, the Division continues its efforts to maintain ties to industry; programming at least two PF&R panels for the summer convention; and providing regular contributions on PF&R issues to the Division newsletter. The Division published an issue of its newsletter specifically and almost exclusively on Professional Freedom & Responsibility issues. The MME Division met its PF&R goals for programming, and it continued efforts to maintain ties to industry via the panels and the pre-convention program.

Assessment of MME Division's Goals

The Division entered 2002-2003 with three primary goals for the year: to diversify research and member-

ship; to establish partnerships with professionals, thus providing its members more research and teaching tools, as well as assessment ideas; and to continue providing its members a forum for sharing teaching resources and discussing important PF&R issues.

Through its Midwinter conference and international outreach program, the MME Division was able to diversity its membership to include more graduate students and international scholars. Through its paper competition marketing program and panel organization and co-sponsorships, the Division was able to diversity its research topics and methodologies. Thus, the first goal of the Division was met.

Through the continuous dialogue between the Division leadership and industry representatives, newsletter articles, and the organization of a pre-convention workshop, the MME Division was able to establish a meaningful partnership with two leading industry groups to provide a forum of learning, researching, and assessment for its members. For example, three upcoming convention panels featuring a total of 11 media managers are intended to strengthen this bridge between the division and industry.

Finally, through an active listserv and a series of five excellent web-based newsletters, the Media Management and Economics Division was able to continue serving its members with an open forum for discussing teaching, research, and PF&R issues.

RESEARCH by Marianne Barrett, Research Chair

The Media Management and Economics Division had a very active year from a research perspective. It co-sponsored a Midwinter conference at the University of Colorado-Boulder that included ten refereed research sessions and three panels. It will present five refereed paper sessions and three research panels in Kansas City. Specifically, the MME Division participated in the organization of a mini-plenary and is the sole division that put together a full-day pre-convention workshop on audience research.

Midwinter Conference Highlights

Along with four other divisions/interest groups – Communication Technology & Policy, Radio & Television Journalism, Visual Communication, and Graduate Education Interest Group – the MME Division co-sponsored a successful Midwinter conference held at the University of Colorado-Boulder from February 28 to March 2.

At the Midwinter conference, Ed Adams of Brigham Young University participated in the plenary session, "Conversion to Convergence: Academic and Professional Perspectives." Scott Cunningham, multimedia technologies manager for *USA Today's* Media Laboratory, and Todd Engdahl, editor of *The Denver Post* online, were also panelists. A second panel, "The Role of Media in the Middle East: War Torn Cultures or Civil Societies?" was moderated by Ardyth Sohn of the University of Colorado. David Coulson of the University of Nevada-Reno, president elect of Arab-U.S. Association of Communication Educators, represented the Media

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Management and Economics division on the panel. A third panel focused on a number of issues related to journalism education from a media management and economics perspective. Panelists included Ruth Pate and Hugh Fullerton from Sam Houston State and Ardyth Sohn from the University of Colorado-Boulder.

The ten refereed research panels at the Midwinter conference showcased 36 papers, up from the 31 papers presented at the 2002 conference. The panels addressed such topics as marketing and targeting strategies, responding to audiences, personalizing the web, and international concerns and concepts.

Program for Annual Convention in Kansas City

The research agenda for the annual convention in Kansas City is a full one. There are five refereed paper sessions, three research panels, including a mini-plenary, and a pre-convention workshop. The panel, "Fundamental Issues and Trends in Media Strategy Research" is co-sponsored with the Public Relations Division, and the division is the sole sponsor of "Newspapers and the Internet: The Search for Viable Business Models." Additionally, the Division is working with industry representatives on a full-day pre-convention audience research workshop that will address audience research issues from both the industry and academic perspectives.

Strengths and Weaknesses of Research Activities

Strengths: The primary strength of the Division as it relates to its research activities is its topical and methodological diversity. The Division strives to include not only women and members of under-represented ethnic groups in all of its activities, it also prides itself on the strong involvement of graduate students in the Division's research competitions and panels. Further, the papers accepted by the Division represent a cross-section of methodologies and perspectives. In fact, the MME Division implemented an aggressive marketing campaign to increase the number of submissions and to fight the perception that it preferred only quantitative economic analyses. The methods employed by Division researchers include history, case study, and the application of the industrial-organization model to media management topics. These papers contribute to our understanding of such phenomena as media consolidation and convergence, the effect of leadership behavior on subordinates' professionalism, and the effects of culture on cellular telephone adoption.

A second major strength of the Division is the timeliness of its research. For example, the focus of one the research papers to be presented in Kansas City is the effect of media cross-ownership on content. The presentation will occur less than two months after the Federal Communications Commission is scheduled to review and revamp a number of media ownership regulations. A second paper considers convergence in four news organizations.

Weakness: Over the past few years the Division has taken a number of steps to increase the number of papers it receives. Although some of these efforts have been successful, the division would still like to see an increase in submissions, particularly from faculty.

Refereed Research Competitions

In total, for this year's refereed research paper sessions, the MME Division had 38 papers submitted and 21 accepted with an over acceptance rate of 55%, which is consistent with the Research Committee's guideline of a 50% acceptance rate. Specifically, the faculty research paper acceptance rate was 63% (Number of Faculty Research Paper Submissions: 27; Number of Faculty Research Paper Acceptances: 17). The student research paper acceptance rate was 36% (Number of Student Research Paper Submissions: 11; Number of Student Research Paper Acceptances: 4).

Overview of the Judging Process

All research papers submitted to the MME Division for the Kansas City convention were double-blind and peer reviewed by three judges. Faculty and student papers were reviewed through the same process with the judges not knowing which papers were submitted by students and which papers were submitted by faculty. This ensures that the highest quality research papers submitted to the Division will be accepted for presentation, regardless of authorship. It also ensures that faculty submissions are not given preference. The data gathered from the judges were compiled by the Division's paper chair in order to make the final decision regarding acceptances, rejections, and awards. For the Midwinter Conference, judges blind-reviewed paper abstracts of no more than two pages in length.

There were 28 judges in all for the Kansas City paper competition. Of those 17 were male and 11 were female. The ethnic breakdown of judges was as follows: 25 Caucasian and 3 African-American. We

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had no Asian paper judges this year, as all of the Asians who have served as judges in recent years submitted papers.

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.

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 recipient of this year's Robert Picard Award is Dr. John W. Dimmick, The Ohio State University, for his book, "Media Competition and Coexistence: The Theory of the Niche."

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

The recipient of this year's Stephen Lacy Award is Dr. W. Wayne Fu, Nanyang Technological University, for his paper, "Applying the Structure-Conduct-Performance Framework in the Media Industry Analysis."

The Mary Alice Shaver Award is presented to the author(s) of the top student paper presented at the annual AEJMC convention as judged and scored by the division's paper competition reviewers. As is the case with the Picard and Lacy awards, the winner(s) of the Shaver award receives awards plaque at the Division's business meeting.

The recipient of this year's Mary Alice Shaver Award is Jaemin Jung, University of Florida, for his

paper, "The Bigger, the Better? Measuring the Financial Performance of Media Firms."

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

The recipients of each of these awards are:

Second Place Faculty Award: Walter S. McDowell, University of Miami (FL) and Steven J. Dick, Southern Illinois University, "Has Lead-in Lost Its Punch? A Comparison of Prime Time Ratings Inheritance Effects Between 1992 and 2002."

Third Place Faculty Award: Jane Singer, University of Iowa, "Strange Bedfellows: The Diffusion of Convergence in Four News Organizations."

Second Place Student Paper: Andrea Roth, University of Amsterdam, "Competition, Financial Commitment to Content, and Diversity in Dual Television Markets: The Netherlands and Germany."

Third Place Student Paper: Natalie Corey, Southern Methodist University, "Supervisor Leadership Behavior's Effect on Television Newsworker Professionalism."

Primary Research Accomplishment

This year the MME Division's primary accomplishment in the area of research was its co-sponsorship of the Midwinter Conference held at the University of Colorado-Boulder. The conference gave members an opportunity for exposure and feedback for their work. Additionally, it attracted a large number of graduate student scholars in keeping with the division's mission to support and encourage graduate student scholars in the field and to provide a friendly environment in which new scholars and feel comfortable making their first research presentations to an academic/professional audience. The Division also takes pride in its efforts and results in diversifying its research topics/methods and attracting more international submissions.

In short, the Media Management and Economics Division's research activities for the year illustrated its commitment to conducting and disseminating original research, nurturing graduate student research endeavors, and developing productive partnerships with research industry professionals.

TEACHING

by Jerry Condra, Teaching Standards Chair

The MME Division's teaching agenda is grounded in the AEJMC Teaching Standards Committee's Statement of Goals, which recognizes four areas of particular importance to teaching: curriculum, leadership, course content and teaching methods, and assessment. The MME Division has specifically expressed these goals as fostering curriculum development; enhancing course content and teaching methods; and promoting assessment of students, teachers, courses, and programs.

The AEJMC Teaching Standards Committee requests that each division develop its own list of goals consistent with the more general goals. For the 2002-2003 academic year, the MME teaching Standards Committee set these specific goals:

- To research and disseminate curriculum and teaching ideas on a regular basis;
- To develop leadership in emerging media management topics;
- To encourage discussions of teaching accountability and partnerships with industry and industry organizations to establish assessment standards.

This report will detail the Division's activities, which embodied and demonstrated each of these goals.

Curriculum

Division goal: To encourage the discussions and exchange of curriculum ideas among its members on a regular basis.

The Division has addressed this primarily through its listserv and through two back-to-back panels that it is organizing for the Kansas City convention. Both panels focus on key issues in teaching media management and economics. The concept for these panels evolved from a weeklong discussion on the Division's listserv (discussed in detail below).

The first panel, "What journalism students need to know about the journalism business – and why," is directed broadly to members of AEJMC. The Division is lead co-sponsor of this panel, along with the Internship and Careers Interest Group. The purpose of the panel is to address the many ways in which business and economic factors influence the work and work environment of people employed by media organizations. The intent is to discuss broadly how journalism and mass communication students can prosper – and practice sound, ethical journalism – in commercial media organizations. Panel members include leading academics and professionals.

A second panel is focused more narrowly on the specific needs of Division members. This panel, "Curriculum Development In Media Management: Undergraduate Level vs. Graduate Level in the Era of Media Convergence," will discuss curricular revision as it relates to instruction in media management and economics. The Division is the sole sponsor of this panel, which includes primarily teachers who specialize in media economics and administrators in mass communication programs.

As mentioned previously, the impetus for these panels was an exchange of ideas that occurred via the Division listserv. The "conversation" started when Mara Einstein of Queen's College tapped out a request on her computer. She was looking for a media management textbook and couldn't find what she needed. Would other listserv users help her find the right book? Her message led to a wide-ranging listserv discussion of media management course content, broadcasting curriculum, and teaching methods. Division members from California to Finland participated in the discussion, which lasted more than a week. Participants included a wide range of scholars from former heads of the Division to first-year instructors. In addition to the two convention panels, the listserv discussion also led to plans to start a research support forum via listserv for members. The Division also published a media management curriculum article in its newsletter based these exchanges.

Leadership

Division goal: To develop leadership in emerging media management topics.

Again, the Kansas City convention provides the primary vehicle for Division efforts to meet this goal. The Division is partnering with the Internship and Career Interest Group in a panel examining trends in the advertising and public-relations industries. This panel explores the growing use of public relations in introducing products to the public with virtually no advertising. The panel will discuss the impact of this trend, introduced to the public by Al and Laura Ries' book, *The Fall of Advertising and the Rise of PR*, and link it to issues in the teaching of advertising and public relations.

The Division is also the lead sponsor for a panel entitled "Managing Television Stations in the New Media Marketplace," which it is organizing with the

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Radio and Television Journalism Division. Though this panel is designated as a Professional Freedom and Responsibility forum, the intent from the beginning was to devote substantial attention to implications for teaching broadcast management and broadcast journalism. Television station managers are facing declining network ratings and local audiences, new media competitors in a variety of platforms, a stagnant economy, and operating budget cuts. The panel will draw off the observations of five broadcasting executives to discuss 1) strategies for countering this trend and 2) suggestions for educators on how best to prepare students for the new media workplace. The broadcast managers from Kansas City and Topeka will describe how they are meeting these challenges by doing everything from expanding local news to cutting our local news completely. And the man in charge of combining newspaper and TV newsrooms for one of the nation's most innovative publisher/broadcasters will explain how combining newsrooms is the wave of the future.

Enhancing Course Content and Teaching Methods

Division Goal: To research and disseminate teaching ideas to its members on a regular basis

No in-convention activities were scheduled this year compared to one last year. However, the Division has focused its efforts in this area via out-of-convention venues, such as its electronic newsletters. The winter MME Record, the Division's newsletter, published an article entitled "Audience, focus and teaching media management: Some Thoughts." This article focused on three questions:

1. How should we teach media management courses?
2. Where should we focus material?
3. Who should be the audience?

Selected Internet resources in Media Management and Economics

The division continues to enhance its links to teaching resources and research resources on its Web Site.

Assessment

Division Goal: To encourage discussions of teaching accountability and partnerships with industry and industry organizations to create assessment standards.

During the year, the Division's leadership continued to work 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. The goal of the partnership is to bridge the gap between the personnel needs of the audience research industry and the teaching of such topics at universities.

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.

Most importantly, for this year's convention in Kansas City, the Division partnered with various industry representatives and put together a full-day audience research workshop that will address both the audience research issues and the teaching tools related to the audience analysis topics. In addition, panels of industry executives will discuss with faculties from across the countries in an effort to identify some benchmark for assessing course, student, and teaching performance related to audience analysis topics.

Most Significant Achievement

The Division's most significant achievement is the back-to-back panels devoted to the teaching of media management and economics. These panels are an effort to create a conversation within the Division and between the Division and leading professionals about how to better prepare students to deal ethically and practically with the commercial pressures facing the media organizations for which many of them will work.

PROFESSIONAL FREEDOM & RESPONSIBILITY

by Dane S. Claussen, PF&R Chair

The Professional Freedom & Responsibility Committee of the MME Division continued to be very active during the year, following the previous year's substantial activity. The Division co-sponsored three PF&R panels at the Kansas City convention and helped organize and co-sponsor a six-division Midwinter Conference at the University of Colorado at Boulder, the final session of which was a PF&R panel on "Media Legitimacy and Averting Political Chaos in the Middle East." The Midwinter conference was well attended, including the PF&R panel.

The Division also continued to work, throughout the year, with representatives of the National Association of Broadcasters, the Broadcast Education Association, and the Broadcast Research Initiative to develop stronger

contacts between university media management programs and audience research personnel in the industry.

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

Midwinter Conference: “Media Legitimacy and Averting Political Chaos in the Middle East,” panel co-sponsored by Communication Technology & Policy Division; Media Management & Economics Division; Radio-Television Journalism Division; Visual Communication Division; Graduate Education Interest Group; and Internships and Careers Interest Group.

Kansas City AEJMC Convention: Pre-Convention Workshop, all day, on broadcast audience research. Proposed and sponsored by MME. The workshop sought to build bridges between the broadcast industry and scholars who conduct research on the broadcasting industry. While this workshop had a strong research focus, a key goal was to strengthen the link between the profession and the academy.

“Managing Television Stations in the New Media Marketplace.” Panel idea proposed by MME. Co-sponsored with RTVJ Division. This panel focused on the business, ethical and social challenges facing managers of TV stations in a media marketplace experiencing consolidation and convergence.

“State of Freedoms 2003.” Mini-plenary panel idea proposed by Religion and Media Interest Group. Co-sponsored by MME Division, Newspaper Division and Radio-Television Journalism Division. This panel focused on First Amendment issues as they effect journalists and media organizations today.

“Will Communication Policy Preserve Localism?” Panel proposed by Communication Technology & Policy Division. Co-sponsored by MME Division. This panel focused on the impact of new FCC policy on local broadcast content.

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:

The mini-plenary at the AEJMC convention, “State of Freedoms 2003,” co-sponsored by the Religion and Media Interest Group, the MME Division, Newspaper Division and Radio-Television Journalism Division, was obviously explicitly on the topic of freedom of expression. This panel focused on First Amendment issues as they effect journalists and media organizations today.

The two other PF&R-oriented convention sessions, “Managing Television Stations in the New Media Marketplace,” and “Will Communication Policy Preserve Localism?” also potentially impact on Freedom of Expression should more media executives, in addition to Rupert Murdoch, use the media empires that they control to promulgate certain political and economic philosophies while discouraging or excluding the reflection of other political and/or economic philosophies from their media’s content. The former panel idea was proposed by MME, and co-sponsored with RTVJ Division. Overall, the panel focused on the business, ethical and social challenges facing managers of TV stations in a media marketplace experiencing consolidation and convergence. The panel was proposed by Communication Technology & Policy Division, and co-sponsored by MME Division. This panel focused on the impact of new FCC policy on local broadcast content.

Ethics:

The Midwinter Conference’s final all-conference session, “Media Legitimacy and Averting Political Chaos in the Middle East,” panel co-sponsored by Communication Technology & Policy Division; Media Management & Economics Division; Radio-Television Journalism Division; Visual Communication Division; Graduate Education Interest Group; and Internships and Careers Interest Group.

AEJMC Pre-Convention Workshop on broadcast audience research. Proposed and sponsored by MME. The workshop sought to build bridges between the broadcast industry and scholars who conduct research on the broadcasting industry. While this workshop had a strong research focus, a key goal was to strengthen the link between the profession and the academy.

“Managing Television Stations in the New Media Marketplace.” Panel idea proposed by MME. Co-sponsored with RTVJ Division. This panel focused on the business, ethical and social challenges facing managers of TV stations in a media marketplace experiencing consolidation and convergence.

“State of Freedoms 2003.” Mini-plenary panel idea proposed by Religion and Media Interest Group. Co-sponsored by MME Division, Newspaper Division and Radio-Television Journalism Division. This panel focused on First Amendment issues as they effect journalists and media organizations today.

“Will Communication Policy Preserve Localism?” Panel proposed by Communication Technology & Policy Division. Co-sponsored by MME Division. This

panel focused on the impact of new FCC policy on local broadcast content.

Media Criticism & Accountability:

The Midwinter conference's final session, "Media Legitimacy and Averting Political Chaos in the Middle East," focused on the political and socio-economic effectiveness of alliances between the media and non-governmental organizations in the Middle East. The panel therefore addressed the issue of the media's role in solving problems, and not exacerbating them, in the Middle East. This panel was co-sponsored by Communication Technology & Policy Division; Media Management & Economics Division; Radio-Television Journalism Division; Visual Communication Division; Graduate Education Interest Group; and Internships and Careers Interest Group.

The all-day Pre-Convention Workshop on broadcast audience research, was about how the broadcasting industry does and does not, can, should and should not address audience wants and needs through broadcast audience research. This workshop was proposed and sponsored by MME. While the workshop sought to build bridges between the broadcast industry and scholars who conduct research on the broadcasting industry.

The convention panel, "Managing Television Stations in the New Media Marketplace," proposed by MME and co-sponsored by MME and the RTVJ Division, this panel focused on the business, ethical and social challenges facing managers of stations in a marketplace facing consolidation and convergence.

The convention panel, "Will Communication Policy Preserve Localism?" co-sponsored by the Comm Technology & Policy Division, focused on the impact of new FCC policy on local broadcast content. Clearly, local television stations that can choose between local content and non-local content, yet choose to broadcast nonlocal content, are potentially targets for media criticism and discussions of media accountability.

Racial, Gender and Cultural Inclusiveness:

Solving the political, economic, religious and military problems of the Middle East will require addressing the concerns of all of its countries and their constituent populations. Therefore, it was incumbent upon "Media Legitimacy and Averting Political Chaos in the Middle East," the Midwinter Conference panel co-hosted by MME, Communication Technology & Policy Division, Media Management & Economics Division, Radio-Television Journalism Division, Visual Communication Division, Graduate Education Interest Group, and Internships and Careers Interest Group, to

address the roles that such groups as women, Kurds, Israeli Jews, Palestinians, and others play through the media and/or nongovernmental organizations in that region of the world.

One of the non-PF&R sessions at the Midwinter Conference was called "Hockey and Imaging," focusing in particular on a gay men's hockey team, the Colorado Climax, and comparing and contrasting the images and marketing of the Climax with that of a National Hockey League team, the Nashville Predators.

One of the normative goals of broadcast audience research is to highlight the needs and wants of minority groups of all kinds, whether they be the young, the elderly, Jews, Muslims, gay men and lesbians, African-Americans, Latino Americans and others within an industry that frequently seeks out only the largest audiences with lowest common denominator programming. (One of the results of this has been unsuccessful television programming that few Americans feel strongly about—positively or negatively). Thus, the all-day pre-convention workshop, on broadcast audience research, proposed and sponsored by MME, was an opportunity to talk about the demographics and psychographics of television and radio programming—with some attention to race-related, gender-related, and other cultural minorities. As the workshop sought to build bridges between the broadcast industry and scholars who conduct research on the broadcasting industry, one of its foci was on how to apply scholarly research to real-world decision-making in the broadcasting industry. TV and radio programming scholars and executives need to be aware, of the decline in the percentage prime-time television characters who belong to minority groups, among other television programming issues.

As the number of distinct voices in major metro markets declines through consolidation and convergence, the possibility to strong that the voices of ethnic, religious, political and other minorities will be heard less and less. Hence, the two AEJMC convention sessions, "Managing Television Stations in the New Media Marketplace" (a panel idea proposed by MME and co-sponsored by the RTVJ Division) and "Will Communication Policy Preserve Localism?" (panel proposed by Communication Technology & Policy Division, and co-sponsored by MME Division) were designed partially with the idea in mind of the plight of minority voices. Again, the former panel focused generally on the business, ethical and social challenges facing managers of TV stations in a media marketplace experiencing consolidation and convergence, while the

latter panel focused on the impact of new FCC policy on local broadcast content.

The mini-plenary panel, "State of Freedoms 2003" (proposed by Religion and Media Interest Group, and co-sponsored by MME Division, Newspaper Division and Radio-Television Journalism Division), touched on the hostility of the American public toward the media generally—especially liberal to leftist media—and the persecution, if not prosecution, of Americans, permanent residents, and international students holding pro-terrorist and/or anti-Israeli and/or anti-American military action views. While this panel focused on First Amendment issues as they affect journalists and media organizations,, it could not avoid addressing such issues as racial and ethnic profiling by the FBI and police departments, and the coverage (or lack thereof) by the U.S. news media.

Public Service:

For all of the reasons outlined above, all of the MME Division's PF&R sessions during the year directly related to the mass media's ability and/or obligation to perform in the public service.

Non-Member Invited Convention Speakers:

Midwinter Conference: PF&R Panel,

Scott Cunningham, multimedia technologies manager, Media Laboratory, *USA Today*; Sue Deans, Assistant Managing Editor, *Rocky Mountain News*; Kathy Walker, assistant news director, KOA Radio, Denver.

Non-PF&R Sessions: Todd Engdahl, Editor, *Denver Post Online*; Steve Coppola, public relations, Colorado Climax; Noah Oyler, captain, Colorado Climax; Tony Zarrella, sports anchor, KUSA-TV, Denver.

Pre-Convention Activities

As noted previously, the all-day Pre-Convention Workshop on broadcast audience research was proposed and sponsored by MME. The workshop sought to build bridges between the broadcast industry and scholars who conduct research on that industry. While this workshop had a strong research focus, a key goal was to strengthen the link between the profession and the academy.

Out of Conference Activities

The Division co-sponsored and helped plan for the Midwinter Conference, held Feb. 28-March 2 near the University of Colorado at Boulder. The other co-sponsors were the Communication & Technology Division; the Radio-Television Journalism Division, the Visual Communication Division, the Graduate Education Interest Group, and the Internships and Careers Interest Group. The conference spanned about 36 hours, starting with a Friday evening reception and ending Sunday morning with a breakfast panel, "Media Legitimacy and

Averting Political Chaos in the Middle East." The conference offered a full schedule, with nearly 40 paper or other presentations. Attendees had their choice of three different sessions from 10:30 a.m. until noon on Saturday, four different sessions from 1:45 p.m. until 3:15 p.m. on Saturday, and three different sessions from 3:30-5 p.m. on Saturday. Attendance was strong, although many colleges and universities suffered travel budget cuts during the academic year due to significant state budget deficits in nearly all 50 states. Particularly noteworthy, as usual, as were the number of student-scholars at the conference, doctoral and even master's degree students attending their first academic conferences and making their first research presentations.

The Division will have published a total of four newsletters since its last annual report, those being in Fall 2002, Winter 2003, Spring 2003 and Summer 2003. The Fall 2002 and Winter 2003 newsletters heavily focused on teaching issues, but the Spring 2003 issue was devoted to PF&R. The issue included an article, "Professional Freedom & Responsibility: What is it?" by Immediate Past Head Ann Hollifield and Newsletter Editor Cindy Price, and another article, "MME scholars work on cutting edge in addressing media PF&R issues," by Jerry Condra, Teaching Standards Chair. Condra's article was particularly innovative, as it consisted of edited responses from 14 MME scholars on including PF&R issues in their classroom teaching.

The Division continued its extraordinarily active efforts to work with professional organizations, such as the National Association of Broadcasters, the Broadcast Education Association, and the Broadcast Research Initiative. It continued its international outreach, as MME had been particularly successful at obtaining new international members during a membership drive during 2001-2002, and through a close relationship with the International Journal on Media Management, which is edited and published in Europe.

Primary PF&R Accomplishments

The 2002-2003 MME Division Head, Sylvia Chan-Olmsted, set as PF&R-oriented goals for the Division: 1) continuing efforts to maintain ties to industry; programming at least two PF&R panels for the summer convention; and 3) providing regular contributions on PF&R issues to our newsletter. The Division published an issue of its newsletter specifically and almost exclusively on Professional Freedom & Responsibility issues. The MME Division met its PF&R goals for programming, and it continued efforts to maintain ties to industry via the panels and the pre-convention program.