
MME Record

Newsletter of the Media Management and Economics Division of AEJMC

Summer 2004 – Pre-convention Issue

Number 48

Division is seeking volunteers for executive committee positions

Now is the time to consider whether you would like to become more involved in the Division and volunteer for an executive committee position.

The 2003-04 executive committee includes 17 members, which support three standing committees (Research, Teaching Standards, and Professional Freedom and Responsibility), and numerous ongoing Division projects and important tasks. Four positions went unfilled in 2003-04, and our Division will be stronger if we can fill all executive committee posts in 2004-05.

Marianne Barrett, Arizona State, who is scheduled to become the Division head, will present a slate of 2004-05 officers and board members for approval at the Division members' meeting in Toronto at 6:45 p.m. on Thursday, Aug. 5. If you have an interest or questions, please contact **Peter Gade**, Oklahoma, research chair and program vice chair, by June 30 at pgade@ou.edu. A complete listing of the positions and current officers can be found on the Division Web site: <http://www.miami.edu/mme/>

Emphasis on PF&R distinguishes AEJMC from other academic groups

By Krishna Jayakar, Penn State, PF&R Chair

Among the major academic conferences in mass communications, AEJMC distinguishes itself by placing great emphasis on professional freedom and responsibility, according it equal status with teaching and research. This emphasis on PF&R presents both an advantage and a disadvantage.

See PF&R – Page 7

Busy convention program starts with broadcast research workshop

By Randy Beam, Indiana, Division Head

The AEJMC convention in Toronto is shaping up as a busy one for the Division.

Activities begin on Tuesday, Aug. 3, with the annual pre-convention workshop on broadcast research.

The workshop is free and open to all Division members. Members of other divisions are welcome to attend, too.

The workshop, which is co-sponsored by the Division and the National Association of Broadcasters, is designed to provide intensive training on the ways broadcast research is used.



“This is a very precious opportunity for educators to meet several broadcast research industry professionals in major media and research companies,” said **Louisa Ha**, Bowling Green State, who is the Division’s liaison for the conference. **Gary Corbitt**, director of research, Post Newsweek Stations and WJXT-TV in Jacksonville, Fla., is the workshop organizer.

See Conference Preview – Page 3

Media management case studies require a few teaching tricks

By James E. Mueller, North Texas,
Teaching Standards Vice Chair

How would *Star Trek's* Captain Jean-Luc Picard do as a newspaper publisher? Quite well, according to one of my media management students. During a unit on leadership, I pointed out that many leadership books about people in fields other than journalism include lessons useful for media workers.

I was referring to books on famous historical or current leaders like Colin Powell, U.S. Grant and Martin Luther King Jr. One of my students subsequently brought to class a copy of *Make It So: Leadership Lessons from Star Trek: The Next Generation*, which he demonstrated had some pointers for publishers.

The reference to the science fiction series stimulated class discussion to the point that I may include management cases about fictional leaders like Tony Soprano of the HBO series the next time I teach the course.

Learning about new management books was not the only lesson I received from the 30 University of North Texas students enrolled in my Newspaper Management and Ethics class. I had not built a course around the case study method before, and I have compiled a few lessons that might be helpful to someone in a similar circumstance this year.

Be specific in explaining how to do a case study. It's dangerous to assume students – even seniors – have been exposed to this teaching method. Students need explicit instructions setting out what is expected of them in terms of research and presentation. Do at least one practice case involving the whole class before asking students to do them individually.

Teach students how to do an oral presentation. Many students not have had to give a formal presentation since high school. A few pointers on dress, eye contact and the like can go a long way in making the cases more palatable for other students. It's also valuable practice for students who have to sell themselves in internship and job interviews.

Assign the cases yourself. Make assignments based on the students' interests and experience. Some will have had internships or other experience

that would give them insight into particular cases. But without the instructor's direction, many students will choose cases that they think are easiest. I used *Media Management: A Casebook Approach* by Wicks et al. as the text. Some students gravitated to the cases toward the end of the book, even if the cases did not match their specific interests.

Keep firm deadlines. Students, being students, will try to change cases and dates throughout the semester. Succumbing to the "nice guy" temptation of letting them have their way will quickly degenerate into chaos as both instructor and student forget who is to present what when.

Be a ferocious time monitor. Students need some concepts to apply to their cases, but the instructor must leave room for them to do some outside research to bring to the cases and time to present the cases in class. If you mix lectures and cases during the same period, avoid discussing a topic so long that a student doesn't have adequate class time to present a case. Some wily students may also try to stretch your comments so there is no time for their cases. And occasionally the students themselves will get so absorbed in their own cases that everyone loses track of the time.

Make specific research requirements. If students are not instructed otherwise, they will get all of their information from the Internet. Magazines like *Presstime* and *Editor & Publisher* are outstanding resources that students should be exposed to during their undergraduate years, but many students will avoid looking at them unless required to do so.

Encourage students to think for themselves. Of course, the preceding is supposed to be one of the goals of a college education, but it is never more apparent than when using the case study method. Students will typically look for the answer in their book or their notes. The instructor's job is to convince them it's in their heads.

Emphasize the difference between opinion and facts. Although you want students to think independently, some will take that as a cue to "solve" each case by saying, "I think ..." without the thought being based on any information. The instructor's task becomes trying to balance independent thinking and pure opinion.

The balancing act can be difficult but is ultimately rewarding for both students and instructors.

Conference Preview

Continued from Page 1

Ha said the daylong “boot-camp style” program will focus on applications for research in the broadcast industry and will cover the best practices in broadcast research.

It also will help faculty learn about opportunities to develop a curriculum that could meet requirements for a broadcast-research certificate.

“The big new thing about this year’s workshop is that participants will get recognition for professional development with a workshop attendance certificate jointly issued by the National Association of Broadcasters and the MME Division,” Ha said.

You can sign up for the workshop when you complete your AEJMC convention registration form. If you sent in that registration form but forgot to enroll in the workshop, it’s not too late to do so. Contact Ha at louisah@bgnnet.bgsu.edu for information about how to register.

A tentative program for the pre-conference workshop is on Page 10 of this newsletter.

After the workshop

The Division’s in-convention program begins Wednesday morning, Aug. 4, with the first of five sessions for refereed research. In all, 20 refereed research papers are scheduled for presentation.

The acceptance rate for this convention was about 54 percent, according to **Peter Gade**, Oklahoma, the Division’s research chair and the coordinator of the convention paper competition.

That rate is close to the 50-percent figure that the AEJMC Standing Committee on Research recommends.

As in the past, top faculty and student research papers will be recognized at the Division’s members’ meeting. That meeting is on Thursday, Aug. 5, from 6:45 to 8:15 p.m. Check the convention program for the location. The winners of the awards for research papers are:

John Dimmick and **Tao Wang**, The Ohio State University, top faculty paper; **Hugh J. Martin**, Georgia, second-place faculty paper; and **Susan Keith**, Rutgers, third-place faculty paper.

Tad Odell, Oregon, top student paper; **Daphne E. Landers**, Florida, second-place student paper;

and **Byeng-Hee Chang** and **Eyun Jung Ki**, Florida, third-place student paper.

In recent years, the Division has ranked the top faculty and student papers first, second and third based on the evaluations of convention reviewers. Some other divisions recognize the top three or four papers without explicitly ranking them.

At the members’ meeting, Gade will give a brief report on this year’s paper competition. After that report, members can discuss the Division’s current practices to see if most are comfortable with the first-second-third system or if there’s a desire to begin designating the top three or four papers without ranking them.

An argument against the ordinal ranking is that the numerical differences in convention reviewers’ evaluations are sometimes quite small among the top papers.

The Division also will be honoring the year’s top published book or article. The Named Awards Committee, headed by **Jim Eggenesperger**, Iona, will announce the winner at the members’ meeting.

The schedule of paper sessions is on Page 6.

Panels and more panels

Besides the refereed research sessions, the Division has scheduled eight panels on topics ranging from mergers and acquisitions to organizational culture to the political economy of communication.

Marianne Barrett, Arizona State, the Division’s program chair, has put together a schedule that concentrates most of the Division’s programming on Wednesday, Thursday and Friday of the convention, Aug. 4-6.

Two Saturday sessions are also scheduled for which the Division is the secondary sponsor. They focus on the ethical implications of concentration of ownership and on how to think about the television viewing audience.

The highest-profile panel this year is the Division’s mini-plenary, *Convergence Comes to Canada*, which is being organized by **Jerry Condra**, SUNY Oswego, the Division’s teaching chair. The mini-plenary is on Wednesday, Aug. 4, from 3:15 to 4:30 p.m. Check the program for the location.

A schedule of the Division’s convention panels and mini-plenary starts on Page 4.

Toronto mini-plenary blends ideas from MME, 3 other divisions

By Marianne Barrett, Arizona State, Program Chair

As **Randy Beam**, Indiana, noted in his column, in addition to five refereed research sessions, the Division has scheduled a number of top-notch panels.

We are delighted to be the lead sponsor on the mini-plenary, *Convergence Comes to Canada*. This session combines the MME's "Convergence" panel with Radio-Television Journalism's "Education" proposal, the International Division's "Lessons from Both Sides of the Border," and Communication Technology and Policy's "Comparative Perspectives on New Media."

Jerry Condra, SUNY-Oswego, is to be commended for proposing the panel and for working closely with the other divisions to put together what I'm sure will be an outstanding session.

We are also fortunate to be working with one of the largest divisions, Mass Communication and Society, on two panels — *Trends in Research on the Political Economy of the Media*, on which MME is taking the lead, and *Ethical Implications of Concentration*, on which MC&S is taking the lead.

In addition to the divisions noted above, MME is also collaborating with the Council of Affiliates and the Graduate Education Interest Group on panels that will round out this year's convention program.

Thanks to all of you who proposed and are organizing panels.

As noted in an earlier newsletter, this year the division had more than 15 terrific panel proposals and, through co-sponsorships, was able to get a number of them on the convention program.

The details on each of the panels and meetings can be found starting on this page. The schedule for refereed research papers follows on Page 6.

Also in this newsletter you will find a call for volunteers. We hope if you're interested in becoming more active in the division, you'll consider one of the offices. If you have any questions, Beam, **Peter Gade**, Oklahoma, the program vice chair, and I will be happy to answer them.

Hope to see you all in Toronto.



MME convention panels, meetings

Wednesday, Aug. 4

1:30 p.m. to 3 p.m.

PF&R Panel Session: Mass Marketing — Not
AEJMC Council of Affiliates and Media Management and Economics Division
Moderating/Presiding: Nancy L. Green, Lee Enterprises, Inc.
Panelists: Catherine Yates, Manager, Communications and Media Relations, The Toronto Star
Jamie Pitblado, Director of Marketing and Communications, Pacific Newspaper Group, Vancouver, BC
Ed Efchak, Vice President Marketing, North Jersey Media Group

3:15 p.m. to 4:45 p.m.

Mini-plenary Panel: Convergence Comes to Canada: Lessons from North of the Border
Media Management and Economics, Radio-Television Journalism, Communication Technology and Policy and International Communication Division
Moderating/Presiding: Jerry Condra, SUNY-Oswego
Panelists: Arnold Amber, Director, Canadian Newspaper Guild, Toronto
Marsha Barber, Ryerson, Toronto
Janet Kolodzy, Emerson
Kirk LaPointe, Managing Editor, Vancouver Sun, Vancouver, BC
David Underhill, Vice President of Intergroup Development, Tribune Group, Chicago

See Schedule – Page 5

Schedule

Continued from Page 4

Thursday, Aug. 5

11:45 a.m. to 1:15 p.m.

Research Panel: Media Management and Economics Research: Strengths and Weaknesses of Various Analytical Tools

Media Management and Economics Division and Graduate Education Interest Group
Moderating/Presiding: Michael O. Wirth, Denver
Panelists: Quantitative Methodological Approaches in Media Management Research, Randal Beam, Indiana
Qualitative Media Management and Economics Research, Ann Hollifield, Georgia
Analytical Tools in Media Finance and Valuation
Gary Ozanich, Cincinnati
Investigating TVLand: Applying Analytical Tools to News Analysis, Victoria Bemker, Iowa

3:15 p.m. to 4:45 p.m.

PF&R Panel: Culture Clash: Challenge for Converging Newsrooms

Media Management and Economics Division
Moderating/Presiding: Leslie-Jean Thornton, Arizona State
Panelists: David Akin, National Business and Technology correspondent, Globe and Mail
Jim Eggenesperger, Iona
Pat Washburn, Ohio
Peter Gade, Oklahoma

5 p.m. to 6:30 p.m.

Invited Paper Research Panel: Mergers and Acquisitions in Four Media Industries, 1996-2004

Media Management and Economics Division and AEJMC Council of Affiliates
Moderating/Presiding: Fred Schiff, Houston
Panelists: Consolidation in the Radio Industry, 1996-2004
Todd Chambers, Texas Tech
Causes and Consequences of Mergers and Acquisitions in the Wireless and Wireline Telecommunications Industry, 1996-2003, Krishna Jayakar, Pennsylvania State
The Newspaper Agenda is Cross-media Growth, 1996-2004
Fred Schiff, Houston
Discussant: John Soloski, Georgia

6:45-8:15 p.m.

Division Members' Meeting

Official business meeting of the Division. All members are encouraged to attend. Please check the conference program for the location.

Friday, Aug. 6

7-8 a.m.

Executive Committee Meeting

5 p.m. to 6:30 p.m.

Research Panel: Trends in Research on the Political Economy of the Media

Media Management and Economics and Mass Communication and Society Divisions
Moderating/Presiding: Randal Beam, Indiana
Panelists: Eileen Meehan, Louisiana State
Vincent Mosco, Queens, Kingston, Ontario
Christine Quail, Oregon
Leslie Regan Shade, Concordia, Montreal, Quebec

6:45 p.m. to 8:15 p.m.

Research Panel: Technology and Health Communication: Prospects and Promises

Communication Technology and Policy and Media Management and Economics Divisions
Moderating/Presiding: Sriram Kalyanaraman, North Carolina at Chapel Hill
Panelists: Annice Kim, North Carolina at Chapel Hill
Annie Lang, Indiana
Sally McMillan, Tennessee
S. Shyam Sundar, Pennsylvania State
Joseph B. Walther, Cornell

Saturday, Aug. 7

10 a.m. to 11:30 a.m.

Teaching Panel: Viewing the Audience: Citizen Ideal and Marketing Subject

Radio-Television Journalism and Media Management and Economics Divisions
Moderating/Presiding: Don Heider, Texas at Austin
Panelists: Craig Allen, Arizona State
C.J. Beutien, News Director, WTOL-TV, Toledo, OH
Jacques deSuze, Chum City
Marianne Barrett, Arizona State
Angela Powers, Kansas State

3:15 p.m. to 4:45 p.m.

Teaching Panel: Serving the Public Interest or Serving the Public Brass: Media Concentration and Its Ethical Implications in the Newsroom

Mass Communication and Society and Media Management and Economics Divisions
Moderating/Presiding: Diana Knott, Ohio
Panelists: Philip Meyer, North Carolina at Chapel Hill
Terry Wimmer, West Virginia
Mary Rogus, Ohio
Tim Bajkiewicz, South Florida

MME refereed research papers

Wednesday, Aug. 4

10 to 11:30 a.m.

Newspaper Product Development, Organizational Goals and Journalists' Job Satisfaction

Striking it Niche—Extending the Newspaper Brand by Capitalizing in New Media Niche Markets: A Baseline Study of Daily Newspaper Niche Web Sites

Jennifer Wood, Hampton University

How Demographics, Income, Work Experience, Staff Size, Newsroom Policy, and Intent to Stay in Journalism Affect Newspaper Reporters' Overall Job Satisfaction

Li-jing Arthur Chang, Jackson State University

The Failure of Project Eyeball: A Case of Product Overpricing or Market Over-crowding?

Marc Edge, Nanyang Technological University

Journalists and the Workplace: How Organizational Goals and Priorities Influence Job Satisfaction and Ratings of Journalistic Performance.

Randal A. Beam, Indiana University

Moderator: Gracie Lawson-Borders, Kent State University

Discussant: George Sylvie, University of Texas-Austin

11:45 a.m. to 1:15 p.m.

Strategic Decision-making and its Economic Impact

Relative Constancy of Advertising Spending: A Cross-National Examination of Advertising Expenditures and Their Determinants

Byeng-Hee Chang and Sylvia M. Chan-Olmsted, University of Florida

Vertical Integration, Movie Foreclosure, and Exhibitors' Screening Behavior in the Singapore Cinema Market

W. Wayne Fu, Nanyang Technological University

Economic Impact of the Internet on Electronic Media Industry

Sung-Hee Joo and Ki-Young Lee, University of Michigan

Toward a Theory of Innovation Adoption by Media Firms: Strategic Entrepreneurship and the Commercialization of the New Media Technologies

Sylvia M. Chan-Olmsted, University of Florida

Moderator: Louisa Ha, Bowling Green

Discussant: Wally Niebauer, Northern Michigan University

Thursday, Aug. 5

8:15 to 9:45 a.m.

Understanding Audiences and Defining Markets

Devising a Practical Model Predicting Theatrical Movie Success: Focusing on the Experience Good Property ####

Byeng-Hee Chang and Eyun Jung Ki, University of Florida

Programming Spin-offs as Brand Extensions: Capitalizing on the Brand Equity of Network Television Hit Series ##

Daphne E. Landers, University of Florida

Revealing a Double Jeopardy Effect in Radio Station Audience Behavior

Walter S. McDowell, University of Miami, and Steven Dick, University of Southern Illinois-Carbondale

The World Media Landscape: A Comprehensive Examination of Media Markets and Their Determinants in 98 Countries

Sylvia M. Chan-Olmsted and Goro Oba, University of Florida

Moderator: Greg Newton, Ohio University

Discussant: Craig Allen, Arizona State University

1:30 to 3 p.m.

Scholar-to-scholar session

A Preliminary Examination of the Predictors of Radio Station Advertising Price and Revenue before the Telecommunications Act of 1996

Heather Polinsky, Central Michigan University

Ukrainian Television Media Management in Transition

Ardyth Sohn, University of Colorado, and Alyona Bondar, Kyiv, Ukraine

Tax Economics and Censorship of Foreign-licensed Publications Distributed in Egypt: The Case of the 'Cyprus Press'

Ralph D. Berenger, American University, Cairo, Egypt

Playing Favorites: Clear Channel Air Play and Touring Clear Channel Artists

Donna Dearmon and Mark D. Harmon, University of Tennessee

Friday, Aug. 6

3:15 to 4:45 p.m.

Media Management & Economics: Top papers

*Notes toward an economic theory of media diffusion based on the parameters (r and K) of the logistic growth equation**

John Dimmick and Tao Wang, Ohio State University

Local Decision Making in a Consolidated Radio Industry: Program Directors and Airchecking #

Tad Odell, University of Oregon

*Characteristics of Entry and Exit in Weekly Newspaper Markets: An Exploratory Study***

Hugh J. Martin, University of Georgia

*Bigger, Better and Happier? Roles of Newspaper Size, Quality, and Supervisors in Copy Editors' Job Satisfaction****

Susan Keith, Rutgers

Moderator: Kwadwo Anokwa, Butler University

Discussant: Mike Wirth, Denver University

* top faculty paper

** second place faculty paper

*** third place faculty paper

top student paper

second place student paper

third place student paper

PF&R

Continued from Page 1

The advantage is that AEJMC's activities in PF&R enhance its credentials as a socially responsible, inclusive and proactive academic conference. The disadvantage is, of course, that, unlike teaching and research, PF&R enjoys no ready name recognition among AEJMC members.

Confronted with this acronym for the first time, the response of many members is one of puzzlement. I confess that was my initial reaction too. It is therefore worthwhile to spend awhile discussing what PF&R is, and what the Division did in the past year in support of it.

AEJMC's PF&R activities derive from the organization's purpose as stated in its constitution to "support freedom of communication consonant with the ideal expressed in the First Amendment of the U.S. Constitution" (Art I, Section 2c).

One of the three standing committees authorized by the AEJMC constitution is the Committee on Professional Freedom and Responsibility — the other two are Teaching Standards and Research.

The Standing Committee on PF&R is "particularly concerned with freedom of expression legally and intellectually, ethical issues among media educators and practitioners, media criticism and accountability, minority affairs, and liaisons between educators and professionals." (Art VII, Section 5). This committee, with nine elected members, provides intellectual leadership for AEJMC's PF&R activities and constructively reviews the efforts of AEJMC divisions and interest groups.

Each AEJMC division and interest group has its own PF&R committee, with an elected chair and vice chair. The committees are expected to put together programs and activities for their divisions in the five subject areas that comprise AEJMC's PF&R mission. These subject areas are:

Free expression: activities directed at protecting the open circulation of ideas, improving the understanding of free expression historically and legally, and implementing this freedom in the broadest sense.

Ethics: promoting ethical standards with regard to individual privacy, confidentiality, conflict of interest, sensationalism, truth-telling, deception, so

cial justice, news coverage of terrorism and tragedy, pornography and violence.

Media criticism and accountability: activities aimed at constructive evaluation of the professional marketplace and the search for appropriate mechanisms to foster media accountability.

Racial, gender and cultural inclusiveness: advocating equal treatment of women and minorities in hiring and promotion practices, institutional policies, and stereotyped portrayals in the mass media; promoting equitable representation of minorities and women in division programming; and cultural inclusiveness or efforts to include segments of the population historically excluded from public communication because of lack of opportunity.

Public service: efforts to enhance understanding among media educators, professionals, and the general public and to establish meaningful liaison between academic divisions and their counterpart professional organizations.

Given the wide diversity of interests within AEJMC divisions and interest groups, the conference gives individual divisions flexibility in interpreting the five program areas to suit their own areas of emphases. Divisions may also choose a subset of program areas to focus on in a particular year, so long as all the areas receive coverage over time.

This Division has, over the years, taken a strong interest in promoting PF&R issues and program areas. That tradition was continued this year as well, by programming panels at the annual convention and at the midwinter conference addressing the five PF&R program areas; by promoting PF&R through the Division newsletter; and by building and maintaining ties to industry constituencies via panels and pre-convention programs.

For the third year in a row, the Division is sponsoring a pre-convention workshop at Toronto on *Audience Research Methods*, which draws participation from both academic and industry communities. Organized by **Louisa Ha**, Bowling Green State, and **Gary Corbitt**, vice president of research for Post Newsweek Stations, this workshop enables the Division to build valuable bridges to the professional community.

See PF&R – Page 8

PF&R

Continued from Page 7

The Division's commitment to building strong relationships between industry and academy is also evident in its cosponsorship of a mini-plenary session on *Convergence Comes to Canada: Lessons from North of the Border*. **Jerry Condra**, SUNY Oswego is organizing this panel, on which representatives from both industry and the academy will compare the new technological, regulatory, ownership and educational challenges in the Canadian and U.S. markets.

The Division is also sponsoring a PF&R panel entitled *Culture Clash: Challenges in the Converged Newsroom*, organized by **Leslie-Jean Thornton**, SUNY New Paltz, and **Jim Eggenberger**, Iona. This panel will focus on free expression and media criticism and accountability.

Two other panels at the Toronto convention have a strong PF&R orientation. **Fred Schiff**, Houston, is organizing a research panel entitled *Mergers and Acquisitions in Four Media Industries: Findings of the MME Bibliography Project*. That panel explores the impact of media consolidation in the post-Telecommunications Act period on content homogeneity and diversity.

The Division is also co-sponsoring a teaching panel entitled *Ethical Implications of Concentration* with the Mass Communication and Society Division, with a focus on the program areas of ethics and media criticism and accountability.

Efforts at Midwinter Conference

The Division's commitment to PF&R was strongly reflected at the Midwinter Conference organized at Rutgers University in February 2004. **Sue Westcott Alessandri**, Syracuse, coordinated the Division's participation in this conference. Among the seven panels co-sponsored at the Midwinter Conference by the Division were several with a strong PF&R focus.

The panel titled *Policing the Airwaves* discussed localism and the public interest in small media markets and advanced the PF&R goal of public service. A panel sole-sponsored by the Division and moderated by **Susan Keith**, Arizona State, titled *Challenges for Newspaper Managers in the 21st*

Century, brought together several industry professionals and academics.

Another panel on *Women and Minorities* was co-sponsored by the Division and focused on the framing of women and religious and ethnic minorities in the media as well as the changing role of women managers in the media industries. This panel directly promoted the PF&R goal of racial, gender and cultural inclusiveness.



To promote diversity in its membership and to encourage participation by underrepresented groups, the Division continued its international outreach.

MME has been particularly successful at obtaining new international members through 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.

The coming convention in Toronto, Canada, will also provide an opportunity to involve media professionals, academics and regulators from across the border in the Division's activities, through panels such as *Convergence Comes to Canada*.

Many of us in the Division have had an impact on PF&R issues through our own research. Many of us continue to address these issues in the classroom as well, by making management ethics and content diversity part of our syllabi. Our collective activities on PF&R at both the division and conference levels enhance and showcase these individual contributions. It is this collective contribution that makes AEJMC a distinctive conference.

Planners want feedback for '08 convention site

AEJMC headquarters wants feedback from members about possible sites for future conventions. Because convention sites are scheduled so far in advance, the organization is now asking about sites for the convention in the next presidential election year – that would be the 2008 convention.

Below is a list of possible sites, along with tentative room rates. If you have any preferences or comments about these sites, e-mail them by Aug. 1 to **Randy Beam**, Indiana (rabeam@indiana.edu). The results will be passed along to AEJMC headquarters.

When considering the possibilities, it may help to know the Council of Divisions' and AEJMC headquarters' guidelines for selecting a location. They are:

- If possible, have only one convention hotel.
- If a second hotel is necessary, it should be within a two-block walk of the main hotel.
- Convention centers generally are not viable options because of cost.
- Preference is given to cities that are easily reached.
- Climate and city amenities are as important as hotel rates.

Here are the cities under consideration and the information provided by AEJMC headquarters:

- **Chicago.** Two possible sites. Both sites would be self-contained. One rated \$159 single/double; the other approximately \$174 single/\$199 double.
- **Minneapolis.** Second hotel needed for housing for both sites available. One rated approximately \$131 single; the other rated approximately \$167 single/\$191 double.
- **St. Louis.** Two possible sites. One rated \$89 and \$109 single/double – two different towers; other rated approximately \$143 single/double.
- **Louisville.** Two possible sites, one self-contained, one using two hotels. Rates range from \$95/\$131 to \$129/\$134 for



single/double for single site; two separate sites rated approximately \$155/161 single to \$167/185 double.

- **Cincinnati.** One possible site with overflow rooms and space needed in second hotel. Rated \$109 and \$139 single and \$119 and \$149 double.
- **Indianapolis.** Two possible sites with overflow rooms and space needed in second hotel. Rated approximately \$167 single and \$179 double.
- **Detroit.** One possible site. Rated approximately \$143 single and \$155 double.
- **Nashville.** No information received. Two sites possible – one self-contained 12 miles from downtown and the other a downtown hotel with seamless connection to convention center and overflow hotel needed for housing.
- **Cleveland.** No information received; however, minimum three-hotel package necessary for housing and two-hotel package necessary for meeting space.
- **Columbus.** No information received; however, one possible site of a downtown hotel with seamless connection to the convention center and overflow hotel needed for housing.

**Broadcast Research Initiative Audience Research
Workshop (Sponsored by NAB and the Media Man-
agement and Economics Division, AEJMC)
August 3, 2004 (Tuesday)
9 a.m.-5 p.m.
Sheraton Hotel, Toronto, Canada**

Don't miss this rare opportunity to get a proof of your professional development with our free Pre-Convention Audience Research Workshop. It will be presented by top research company representatives and research directors at media companies. Fill out the registration form that you received from AEJMC and mark the audience research workshop. Tentative program of the workshop is listed below for your reference.

New Technologies & the Impact on Audience Measurement

*A New Technologies Presentation

*Rating services response to future audience measurement challenges.

Television Research Tools & Best Practices

*A review of all the tools and systems available to television broadcasters.

*Best practices on ways industry practitioners use television data to solve business issues.

Radio Research Tools & Best Practices

*A review of all the tools and systems available to radio broadcasters.

*Best practices on ways industry practitioners use radio data to solve business issues.

Research Certification: Its Time Has Come

*A progress report presentation on steps needed towards the start-up and implementation of both a certification program and a professional research organization.

*Panelist Jim Fletcher-Retired, University of Georgia

Gary Corbitt- Research Director, Post Newsweek Stations

The sessions will include presentations from Nielsen and Arbitron. Senior level industry research personnel will participate. Other vendors will be invited, along with the Radio Advertising Bureau (RAB).

Attendees will receive a certificate of attendance issued by both the National Association of Broadcasters (NAB), and the Media Management & Economics division of AEJMC. Questions can be directed to Louisa Ha, Associate Professor, Department of Telecommunications, Bowling Green State University, at louisah@bgsu.edu

