
MME Record

Newsletter of the Media Management and Economics Division of AEJMC

Summer 2004 – Annual Report

Number 49

Annual report of the Media Management and Economics Division

This issue of the *MME Record* includes information from the annual report that I submitted to AEJMC headquarters last month on behalf of the Division. Supplementary materials for the report have not been included.

AEJMC requires the report to follow a specific format and to include specific information. That makes for less-than-compelling reading, I suspect, though you can judge for yourself.

The report does not include information about our finances, which continue to be healthy. The Division had \$3,715 in its account as of June 30. That is about \$500 more than at the same time a year ago.

All of our revenue is from annual dues, which are \$10 for a regular membership and \$5 for a student membership. The Division's total revenue was \$1,580 from July 1, 2003, through June 30, 2004.

For the first nine months of the AEJMC fiscal year, however, revenue is about 10 percent behind the year before. (The fiscal year runs from Oct. 1 through July 30.) That suggests Division membership may decline this year.

Please be sure to "re-enlist" when AEJMC sends your membership renewal form. And please encourage others to consider joining the Division.

The chairs of the Division's committees on teaching standards, research, and professional freedom and responsibility prepared those sections of the report. Those chairs are, respectively, **Jerry Condra** of SUNY Oswego, **Peter Gade** of Oklahoma and **Krishna Jayakar** of Penn State. **Marianne Barrett** of Arizona State, the incoming Division head, also helped with the report.

If you have questions or comments about the report, please e-mail me at rabeam@indiana.edu.

--Randy Beam, Indiana

1. Division officers

- **Randal A. Beam**, Indiana, Division head
- **Marianne Barrett**, Arizona State, Division vice head, program chair
- **Stephen J. Dick**, Southern Illinois, Division secretary, newsletter editor
- **Max Grubb**, Southern Illinois, assistant newsletter editor
- **Peter Gade**, Oklahoma, research chair, program vice chair, convention paper competition director
- **Todd Chambers**, Texas Tech, research vice chair, convention associate paper competition director
- **Leslie-Jean Thornton**, Arizona State, research vice chair, paper competitions marketing director
- **Sue Westcott Alessandri**, Syracuse University, research vice chair, Midwinter Conference paper competition director
- **Jerry Condra**, SUNY Oswego, teaching standards chair
- **Jim Mueller**, North Texas, teaching standards vice chair
- **Krishna Jayakar**, Pennsylvania State, professional freedom and responsibility chair
- **Ana Tereza C. Pereira**, Mind & Media, Inc., professional freedom and responsibility vice chair
- **Jim Eggensperger**, Iona College, named awards chair
- **Louisa Ha**, Bowling Green State, pre-convention workshop liaison
- **Fred Schiff**, Houston, bibliographer

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2. Demographic report

Form attached.

3. Weighting of Division interests

The Division this year has emphasized research activities, though it has sponsored one or more significant teaching and PF&R activities during the year as well.

4. Goals

Goals for 2004-2005

- Increase submissions to the annual research paper competition from about 30 to 35 per year, the rate for the last several years, to about 40 to 45 papers.
- Examine the system for obtaining nominations for and selecting the recipient of the annual Barry Sherman Teaching Award and the Robert Picard Award for the best annual book or research article.
- Create a brochure on the Division that can be used to promote international membership.
- Redesign the Division Web site to provide more resources for teaching and research and to further the Division's activities related to professional freedom and responsibility.
- Develop a strong annual convention program that provides a balance among programming on teaching, research and professional freedom and responsibility and that meets the needs of Division members.
- Continue the Division's participation in a joint midwinter conference.
- Review the Division's participation in its annual pre-convention workshop under the Broadcast Research Initiative, with the goal of extending this partnership.

Unmet Goals for 2003-2004

- Efforts to increase submissions to the annual research paper competition were unsuccessful, despite increased promotion and revisions of the annual call for papers to emphasize the Division's interest in qualitative research. Submissions were about the same as last year.
- A plan to review and update bylaws. We could not locate a copy of existing bylaws

and are currently waiting to AEJMC headquarters to determine if it has a copy of the bylaws.

Role of Standing Committees

- The Research, Teaching and PR&R standing committees will be working with Division's Web master to help with the redesign of the Web site.
- The Named Awards committee will be working on the process for handling nominations for and selecting recipients of Sherman and Picard awards.
- The Research Committee will be considering new methods for promoting the annual paper competition in an effort to increase submissions.
- Either the PF&R or Teaching committee will be responsible for making a major programming contribution for the midwinter conference.
- All committees are responsible for contributing and organizing programming ideas for the annual convention.
- The PF&R Committee will take the lead in reviewing and seeking to extend the Division's participation with the BRI in the annual pre-convention workshop on broadcast research.

5. Research/faculty papers

For Toronto, 25 submitted, 16 accepted for acceptance rate of 64 percent. Overall acceptance rate (faculty and student combined) was 54 percent.

6. Research/student papers

For Toronto, 12 submitted, 4 accepted for acceptance rate of 33 percent.

Note: In judging student and faculty convention paper submissions, the Division makes no distinction between faculty and student papers. This is made clear in the Division's paper call. For the 2004 convention, two of the faculty papers were co-authored with students who were first authors.

7. Research/judging process

Three judges reviewed each paper. Using the completed judging assessment sheets (attached), paper competition director **Peter Gade**, Oklahoma,

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used four measures to determine acceptance/rejection:

- The sum of the raw scores of the 12 items that judges scored on Likert-like scales;
- The 0-100 grading that judges were asked to provide for each paper;
- A composite measure of the four recommendations (accept, accept with minor revisions, accept with major revisions and reject) that the three judges provided for each paper;
- The individual judge's ratings (the means of their raw scores and their evaluation of a specific paper in relation to the other papers they judged).

Together, this kind of triangulation helped to ensure that a paper was not accepted or rejected simply because of one great or terrible review.

8. Research/judges

Total of 37 judges with each judge reviewing an average of 3 papers.

9. Research/other competitions

None.

10. Research/convention activities

See attached spreadsheet on convention activities.

11. Research/out-of-convention activities

See attached schedule from Midwinter Conference at Rutgers University. The Division was responsible for 13 research papers presented at the conference.

12. Research/summary

The committee cross-promoted the convention paper competition with other divisions to increase the exposure of the call. The committee also revised its call in an effort to broaden its base of interest and appeal; namely, it made explicit in the call that the Division was interested topics and methods not commonly associated with "management and economics." Some of these topics and methods include:

- Historical and legal issues;
- Innovation and technology;

- Government policy and regulation;
- Political economy;
- International and cross-cultural studies;
- Teaching media management and economics.

The committee made a concerted commitment to diversity, both in the promotion and judging for the paper competition. The convention program includes research papers from three continents – North America, Asia (Singapore) and Africa (Egypt). The committee also had a pool of judges that included African Americans, Asians, Asian Americans, Brazilians, Canadians, Europeans and Caucasian U.S. residents.

The convention research program includes a good mix of papers exploring issues related to "old" (newspaper, radio, cinema, television) and "new" media, practical and theoretical research, as well as numerous methodological approaches (qualitative and quantitative methods, survey, observation, case study, content analysis, archival and historical analysis). The Division also has papers whose topics are non-U.S. media (Ukrainian TV, and newspapers in Singapore and Egypt).

The Division's Bibliography Committee, headed by Fred Schiff, Houston, conducted a year-long research project on mergers and acquisitions that will be presented during a session at the annual convention in Toronto.

Last year, during a discussion at the members meeting, the Division identified the area of political economy as a promising one for a convention scheduled at a Canadian location. This acknowledges the strong tradition of research on political economy at Canadian institutions. Consequently, a panel on the political economy of communication has been organized and scheduled for presentation at the Toronto convention.

13. Teaching/in-convention activities

See attached spreadsheet on convention activities.

The pre-convention teaching workshop on broadcast research techniques provides information that can be used in research methods courses for advertising and audience analysis. The workshop focuses on better preparing faculty to teach such

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topics. Similarly, the teaching panel (with RTVJ) on viewing the audience has a similar purpose. The teaching panel on the ethical implications of concentration of ownership (with MC&S) is intended to provide leadership in discussion of this important social issue.

14. Teaching/out-of-convention activities

A 2003 MME paper, "Media and Telecommunications Management: Finding Common Ground between Curricular Approaches," proposed a task force of scholars to design a basic curriculum plan for a media/ telecommunications management course. The Teaching Committee decided this initiative was important, so the MME Executive Committee asked the Teaching Committee to extend support and leadership to the effort to make this task force a reality.

Most of the committee's non-program activities this year involved this initiative, helping the committee meet the goals of providing leadership, assisting in curriculum development and enhancing course content. In addition, these efforts helped build bridges and coordinate activities between MME and the Broadcast Education Association, another academic association. Specific activities included the following:

- Teaching Chair **Jerry Condra**, SUNY Oswego, worked with task force proposer **Rick Gershon**, Western Michigan, to schedule a BEA spring 2004 panel on the topic and a daylong post-convention meeting of the task force at either AEJMC or BEA in 2005.
- A similar panel was presented at the National Cable Telecommunications Association's Annual Academic Seminar in May 2004.
- Articles in the MME and BEA newsletters helped build momentum for the task force. The winter *MME Record*, the Division's newsletter, featured an article, "Management Course Dialogue Sparked at Kansas City Convention to Continue at BEA, NCTA." This article focused on this joint MME-BEA initiative.
- Two additional articles in the *MME Record* focused on teaching-related issues. A general-interest article, "Teaching Tricks for

Media Management Case Studies," provided advice on teaching methods. A second article, "Combating Online Dishonesty," focused on techniques and tools for identifying plagiarism.

15. Teaching/summary

The Teaching Standards Committee's goals for this year were:

- Extend support and leadership to the effort to make the curriculum task force described above a reality. This addresses the leadership, curriculum development, and course content objectives for teaching standards committees of AEJMC.
- To spark a discussion by media management and economics scholars regarding the basic management course curriculum. This goal relates to leadership objective for teaching standards committees.
- To research and write a teaching article in two issues of the *MME Record*, the organization's newsletter. This furthers the objective of enhancing teaching methods.
- To sponsor 2004 teaching panels or workshops. The committee is sponsoring a pre-convention teaching workshop and is co-sponsoring two teaching panels for the convention.
- To work with other committees (e.g., PF&R, Research and Named Awards) to further the Division's in-convention and out-of-convention activities. The Division's Teaching Standards Committee's primary effort in this respect was for Teaching Standards chair **Jerry Condra**, SUNY Oswego, to take the lead role organizing the convention mini-plenary, *Convergence Comes to Canada: Lessons from North of the Border*. The idea for this panel came out of a proposal put forward by Condra and the Teaching Standards Committee. For the convention program, however, the Division's head and its program chair decided that the mini-plenary was more appropriate as a PF&R session.

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16. PF&R/in-convention activities

See attached spreadsheet on convention activities.

The MME Division is co-sponsoring with three other divisions (RTVJ, CTP and International) a mini-plenary session on *Convergence Comes to Canada: Lessons from North of the Border*, organized by **Jerry Condra**, SUNY Oswego. The mini-plenary brings together panelists from both industry and the academy to compare the new technological, regulatory, ownership and educational challenges in the Canadian and U.S. markets. This session furthers the PF&R goal of public service, as well as fosters communication between industry professionals and educators.

The Division also is sponsoring a PF&R panel titled *Culture Clash: Challenges in the Converged Newsroom*, organized by **Leslie-Jean Thornton**, SUNY New Paltz, and **Jim Eggenberger**, Iona College. This panel will discuss clashes between the distinct cultures of the broadcast, online, photography and print media in the converged newsroom, as well as the all-important clash between corporate owners or managers and journalists themselves. This panel focused on the program areas of free expression and media criticism and accountability. And the Division is co-sponsor of a PF&R session organized by the Council of Affiliates that focuses on whether to view media audiences as consumers or citizens.

Non-member invited speakers:

- **Arnold Amber**, director, Canadian Newspaper Guild
- **Marsha Barber**, Ryerson
- **Kirk LaPointe**, Vancouver Sun
- **David Underhill**, Tribune Group
- **Henry Freeman**, Gannett Newspapers
- **Sylvia Stead**, Globe & Mail of Toronto
- **Nancy L. Green**, Lee Enterprises
- **Catherine Yates**, The Toronto Star
- **Jamie Pitblado**, Pacific Newspaper Group
- **Ed Efczak**, North Jersey Media Group
- **C.J. Beutien**, WTOL-TV, Toledo
- **Vincent Mosco**, Queens, Kingston, Ontario
- **Eileen Meehan**, Louisiana State
- **Leslie Regan Shade**, Concordia, Montreal
- **Christine Quail**, Oregon

17. PF&R/out-of-convention activities

See attached schedule for Midwinter Conference at Rutgers University.

Among the seven panels co-sponsored at the Midwinter Conference by the Division, several had a strong PF&R focus. The panel entitled *Policing the Airwaves* discussed localism and the public interest in small media markets, and advanced the PF&R goal of public service.

A sole-sponsored panel entitled *Challenges for Newspaper Managers in the 21st Century* brought together industry professionals and academics including **Terry Schwadron**, technology editor at *The New York Times*; **Kerry Sipe**, content coordinator of PilotOnline, the electronic edition of *The Virginian-Pilot*; **Paul Schulman**, former news and library systems manager, *The Record* of Bergen County; **Randy Jessee**, editorial technology manager, *The Orlando Sentinel*; and **Leslie-Jean Thornton**, SUNY New Paltz, moderated by **Susan Keith**, Arizona State.

Another panel on *Women and Minorities* was co-sponsored by the Division and the Graduate Education Interest Group. It 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 promoted the PF&R goal of racial, gender and cultural inclusiveness.

The Division's newsletter, the *MME Record*, published one article on a PF&R issue.

18. PF&R/summary

See information in Questions 16 and 17 above.

Attachments

- AEJMC report on demographics
- Copies of the MME Record, the newsletter
- Call for paper judges
- Research paper scoring system
- Schedule for 2004 Toronto convention
- Schedule for Midwinter Conference at Rutgers University
- Division's Annual Schedule of Activities, Deadlines