
MME Record

Newsletter of the Media Management and Economics Division of AEJMC.

Summer 2005

Number 47

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From The Chair's Desk

Marianne Barrett, Arizona State

I hope that all of you have had a successful academic year and are looking forward to the upcoming AEJMC Convention in San Antonio. As I think you'll agree, once again the Division under the leadership of Vice-Head and Program Chair, Peter Gade, as put together a particularly strong convention program. In addition to several co-sponsored panel sessions focusing on teaching, research and PF&R, the Division is the sole sponsor of a session on trends in management and economics research, is working with three other divisions on a miniplenary on the emerging Latino media and is offering a free half-day pre-convention workshop on buying and selling media properties. The focus of this issue of the newsletter is our annual report. At the San Antonio convention, the MME Division will be one of several undergoing a five-year assessment of its activities. I think we are in wonderful shape thanks largely to the stewardship of the Division's three immediate past heads: Ann Hollifield, Sylvia Chan-Olmsted and Randy Beam.

Thanks to Peter Gade, Research Chair/Program Vice-Chair Krishna Jayakar, Teaching Standards Chair Louisa Ha and PF&R Chair Todd Chambers for their hard work on behalf of the Division and for their excellent reports. As you read the annual report, I would like to draw your attention to the goals we set for 2004-05 and those we hope to accomplish in 2005-2006. We will be discussing our 2004-05 successes and failures as well as our goals for 2005-06 at our annual business meeting. It is my intention to start the conversation on a couple of those items via the listserv this summer.

Continued on page two

From the Chair's Desk
Continued from page one

For example, at last year's business meeting we briefly discussed our Bylaws and whether we needed to revise them. I'd like to get your thoughts on that as well as your ideas for a mission statement for the Division. Although our successes far outnumber our failures, there are a couple of items that we will need to address. First, what can we do to improve our track record with respect to soliciting nominations for our named awards? Try as they might this year Jim Eggenesperger and Dane Claussen did not secure any nominations for either the Sherman or Picard awards. Because the Division has a financial surplus, one thing we might consider is adding a monetary component to either or both awards.

Second, we need to figure out a way to improve the diversity of our invited panels and executive board. Although 40 percent of the members of the board are female, only 18 percent are non-white and the number of women or persons of color who are serving as panelists in San Antonio is about 25 percent. One thing we can certainly do is to include in our calls for proposals and judges a demographic section. At a minimum that is will make it easier to compile the information that we are required to submit to AEJMC and will perhaps prompt those who are putting panels together to consider casting a wider net for participants.



Overview of the MME 2004-2005 Activities

The Media Management and Economics Division is committed to providing a balance of activities for its members. Although the Division usually receives more proposals for research and PF&R panels than for teaching sessions, an effort is made to give all three areas equal attention. For example, for three years (2002, 2003 and 2004) the Division worked with the Broadcast Research Initiative to sponsor a pre-convention workshop on audience research. The workshop included a number of industry professionals and a key component was a discussion of the development of a certificate program in audience research. The workshop was listed as a PF&R session, but clearly the discussion of the certificate program fit under the teaching umbrella. As noted in the response to question 13, at the 2005 convention, the Division is co-sponsoring with the Council of Affiliates a teaching panel that will present management consulting as an alternative career for graduate students. Further each year the Division honors one of its members with the Sherman Teaching Award and includes teaching tips and best practices articles on its website and in its quarterly newsletter.

With respect to PF&R and Research, it is clear these two areas are the focal point of the Division's activities. This year instead of a pre-convention workshop on audience research, the Division is planning a free half-day workshop devoted to buying and selling media properties.

This innovative session which was developed in part because of the convention's San Antonio location will bring together media executives, brokers, analysts, communication attorneys and scholars to discuss how media acquisitions are put together from the viewpoint of the buyer, seller, chief financial officer, financial institutions and stakeholders. Additionally, the Division is sponsoring or co-sponsoring three PF&R panel sessions and a mini-plenary on the Latino media.

Regarding out of convention activities, PF&R was a highlight at the Midwinter Conference. The opening symposium featured a discussion about journalism and the public and two other panels featured presentations about PF&R issues. As noted above PF&R and Research appear to be the areas in which Division members have the most interest. Of the 25 panel proposals received by the Division this year, nine were identified as research and 10 were identified as PF&R. Of these, the research sessions were ranked the highest. As a result, in addition to the four refereed research and one scholar-to-scholar session, the Division is the sole sponsor of a panel entitled "Issues and Trends in Media Management Research". This panel has become a fixture on MME's convention program and is one of the Division's more popular sessions, typically attracting upwards of 50 attendees.

Goals for 2004-2005

The Division and its membership set a number of goals for 2004-2005. These were:

- 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.
- Review and update Division Bylaws. In particular, the Division will consider fine-tuning the process for selecting the Division head.
- Redesign the Division website 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 good balance among teaching, research and professional freedom and responsibility and that meets the needs of Division members.
- Continue the Division's participation in a joint mid-winter conference.
- Review the Division's participation in its annual pre-convention workshop under the Broadcast Research Initiative, with the goal of extending this partnership.

Although the Division did not accomplish all of its goals, it did experience several successes. Perhaps most noteworthy was the jump in the number of submissions to the research paper competition from 37 in 2004 to 44, an increase of nearly 19 percent. This success is most likely attributable to several factors. For example, the research committee expanded the coverage of the Call for Papers in an effort to broaden its base of interest and appeal. Additionally, the committee made extensive use of email in the paper competition judging process. In general, the response from the judges was positive with over 70 percent opting to receive their papers by email. A full report on the use of email was included in the Division's most recent newsletter and is provided as an appendix to this report. One of the goals for the coming year is to continue and expand the use of email in the paper competition.

Perhaps the Division's greatest shortcoming with respect to accomplishing its goals is the process used 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. Despite concerted efforts by the named awards committee chair and co-chair, the Division did not receive an entry in either category this year. Because these are prestigious awards and the Division is firmly committed to continuing them, the executive board and

the membership will need to take a closer look at why the Division hasn't been able to solicit nominations and what can be done to improve the situation. Perhaps either the Standing Committee on Teaching or that on Research could provide some suggestions.

Also on the Division's agenda for the coming year is an examination of its Bylaws, the development of a mission statement and a review of the process used to select a Division head.

Lastly, as is the case in much of journalism and mass communication, the Division has not done as good a job as it might with respect to diversity. As part of its efforts to be as inclusive and welcoming and possible, over the last several years the Division has increased the number of positions on its executive board so that those who wish to play an active role would have an opportunity to do so. As a result, 40 percent of the members of the board are female, but only 18 percent are non-white and the number of women or persons of color who are serving as panelists is about 25 percent. This is another area where the advice and counsel of the Standing Committees would be most welcome particularly with respect to how the Division might go about improving the way it collects demographic data.

Listed below are the Media Management and Economics Division's goals for 2005-2006.

- Review and revise as necessary the Division's Bylaws.
- Develop a mission statement for the Division.
- Revise the process used to solicit nominations for the named awards so that the call reaches a broader audience and the number of nominations increases.
- Develop a process to improve the representation of people of diverse backgrounds on the Division's executive board and panels at both the midwinter conference and annual convention. The process should include a system for collecting demographic data on panelists, moderators, and discussants for all Division activities.
- Continue to explore and expand the use of email in the research paper competition.
- Develop a strong annual convention program that provides a good balance among teaching, research and professional freedom and responsibility and that meets the needs of Division members.
- Continue the Division's participation in a joint mid-winter conference.
- Review the Division's participation in its annual pre-convention workshop under the Broadcast Research Initiative, with the goal of extending this partnership.
- Develop more opportunities for graduate student participation in division activities.

5.) Research/Faculty Papers

30 submitted, 15 accepted for acceptance rate of 50 percent. Overall acceptance rate (faculty and student combined) was 50 percent.

6.) Research/Student Papers

14 submitted, 7 accepted for acceptance rate of 50 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 2005 convention, four of the submitted faculty papers were co-authored with students, of which 2 were accepted for presentation.

7.) Research/Judging Process

Three judges reviewed each paper. Using the completed judging assessment sheets (attached), paper competition director Krishna Jayakar, Penn State, used three measures to determine acceptance/rejection:

- i. For each paper, sum of z-scores for all items on the 12 item scoring instrument (z-scores are first calculated using the average score and standard deviation of scores awarded by each judge for all papers he/she reviewed);
- ii. For each paper, the sum of the three 0-100 overall score awarded by the judges, first rendered comparable by subtracting the average score awarded by the judge for all the papers he/she read;
- iii. 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;

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

8.) Research/Judges

Forty-one (41) judges participated in the review, for an average of 3.22 papers per judge. Fourteen (14) judges reviewed 4 papers, twenty-two (22) judges reviewed three papers each, and five (5) judges reviewed 2 papers each.

The demographic breakdown of the judges was:

Male	51%
Female	49%
White American	69%
Asian American	3%
Asian	18%
International	11%

9.) Research/Other Competitions

Midwinter Meeting at Kennesaw State University.

Number of faculty research paper submissions: 4

Number of acceptances: 3

Acceptance rate: 75 percent.

Number of student research paper submissions: 5

Number of acceptances: 5

Acceptance rate: 100 percent.

Number of judges: 8

For the Midwinter meeting, the MME Division solicited abstracts only and this conference is intended to be grad-student friendly. Since we had so much room at the conference site, we were encouraged to accept as many as were worthy (and all if possible).

The Division also co-sponsored 4 research panels and contributed to the two plenary sessions with all participating divisions at the Midwinter meeting.

10.) Research/Convention Activities:

See list on page ten.

11.) Research/Out-of-Convention Activities

The Research Committee contributed three articles to the MME Division Newsletter; one appeared in the Winter 2005 issue and two in the First Summer 2005 issue (forthcoming).

12.) Research/Summary

As a result of the ongoing promotion efforts over the last couple of years, the Division was able to significantly increase submissions for the paper competition in 2005, to 44 from 37 in 2004 (an increase of 18.9%). Continuing the practice initiated last year, the Committee expanded the coverage of the Call For Papers in an effort to broaden its base of interest and appeal; the Call stated 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.

One of the initiatives of the Research Committee this year was the extensive use of e-mail in the paper competition judging process. Judges were given the option of receiving their papers either in paper version or electronically. Those opting for e-mail received their papers as e-mail attachments, and returned the review forms the same way. To ensure anonymity, all identifying information including title pages, any headers/footers, and 'document properties' were removed before the electronic copies were emailed. This initiative was taken consequent to interest expressed by the membership in an online review process. Software packages offered by commercial vendors were considered but set aside due to cost and

concerns about privacy or computer glitches. The e-mail option was implemented as a low-cost trial. In general, the response was positive from the judges with 29 judges (70.7%) opting to receive their papers by e-mail [Note: this may underestimate the popularity of the e-mail option because seven judges who belonged to the Research Chair's institution were sent papers by campus mail, just because the option was available.] Feedback from the judges has been solicited and will be used to decide whether the Division should incorporate online processes in the paper competition, and how.

The committee made a concerted commitment to diversity, both in the promotion and judging for the paper competition. As a result, the Division was able to attract submissions from a diverse group of authors. Fourteen female authors (43.7%) are represented in the conference program, while 10 authors (31.3%) self-identified themselves as belonging to minority communities [Note: the total number of authors for the 22 accepted papers was 32, because several papers were co-authored]. Women and minorities are also strongly represented in the list of top faculty and student paper award winners, with the first and second places in the faculty paper competition, and the second and third places in the student paper competition going to papers with women and/or minorities as authors or co-authors (see attached MME best papers list). The committee also had a pool of judges that included Asians, Asian Americans, 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 (mobile communication, digital technology, e-commerce), practical and theoretical research, as well as numerous methodological approaches (qualitative and quantitative methods, survey, observation, case study, content analysis, archival and historical analysis, and policy studies). The Division also has papers addressing management and economics issues in non-U.S. media (film trade in East Asia, a case study of a Malaysian online news website etc.)

The Division's Bibliography Committee, headed by Fred Schiff, Houston, continued its research project on mergers and acquisitions in 2004-05—following the presentation of preliminary findings at Toronto in 2004, the Committee will present the summary of its research to date in a panel co-sponsored by the Law Division and Media Management and Economics.

Last year, during a discussion at the members meeting, the Division identified the area of the valuation of media properties as a promising one for a convention scheduled at San Antonio given the proximity to the headquarters of Clear Channel Communications, a major acquirer of radio stations since 1996. Consequently, a pre-convention workshop on "Buying and Selling Media Properties" has been organized and scheduled for presentation at the San Antonio convention.

Teaching.

13.) In-convention teaching activities:

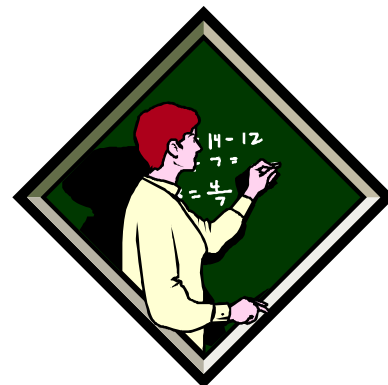
There is one teaching session during the convention titled, "Management Consulting as Alternative Careers for Graduate Students and Faculty." This session will introduce graduate students and faculty on the skills and knowledge required for positions in management consulting as alternative careers to teaching in the academe for media management. Panelists have both academic experience and management consulting experience that will give the field of management consulting with critical perspectives. Implications to the graduate curriculum will be covered in the panel.

14.) Out-of-convention teaching activities:

Teaching tips are posted on the Division website, which featured articles contributed by the Sherman Teaching Award winners of the MME Division. In addition, the teaching standard chair also discussed the idea of collective input to make MME a leading teaching resource for teaching in media management and economics.

15.) Teaching Goals and activities:

The goals of the Division are to provide members teaching resources and a forum to discussing curriculum and teaching issues pertinent to media management and economics. Teaching activities are primarily conducted out of the conference. These activities include using the Division's website to post resources and reference materials (such as syllabus, case studies and teaching tips) for members and posting useful teaching workshops such as the International Media Management Forum workshop for members on the Division members' listserv.



PF&R

16.) In Convention Activities: The MME Division is sponsoring a pre-convention workshop, *Buying and Selling Media Properties*. This free workshop will feature media executives, brokers, analysts, and scholars to discuss how media sales are put together from a variety of perspectives. **Jerry Condra**, *SUNY Oswego* organized the panel. This workshop will help satisfy the PF&R goal of public service. The industry participants are:

David Bochenek, Chief Accounting Officer, Sinclair Broadcast Group

Matt Hupfeld, VP Finance, Clear Channel Television

Larry Patrick, CEO Patrick Communications and Legend Communications, broker and broadcaster

James H. Oldershaw, Vice President, Dirks, Van Essen & Murray, newspaper broker

The MME Division is co-sponsoring (RTVJ) a convention theme session, *Meeting the Leaders of a Media Giant: a Dialogue with Executives of Clear Channel Communications*. This session which includes Mark Mays, President and CEO of Clear Channel Communications, as well as John Hogan, CEO of Clear Channel Radio was organized by **Jerry Condra**, *SUNY Oswego*. The panel also includes scholars and researchers who will discuss issues related to policy, government regulation and public interest. This session will help meet the PF&R goals of media criticism and accountability, public service and free expression. The MME Division is co-sponsoring with three other Divisions (Mass Communications & Society, Community Journalism, and Newspaper) a mini-plenary on *The Latino Media*. The mini-plenary brings together six industry and one scholar to discuss the emerging Latino media marketplace. The industry panelists represent some of the largest and most influential media companies targeting Latinos and include ownership, management, research and editorial decision-makers. In discussions with representatives from the other Divisions, the moderator will stimulate discussion on topics that further the PF&R goals of racial, gender and cultural inclusiveness and public service. Non-member invited speakers include:

Omar L. Gallaga, Editor, *ahora sí* (Austin American-Statesman)

Edward Schumacher Matos, CEO, Rumbo papers

Gilbert Bailon, *Al Dia* (Dallas Morning News)

Rosemary Scott, Research Director - San Antonio, Univision Radio

Clara Rivas, Telemundo affiliate, San Antonio

Tino Duran, owner - LaPrensa, San Antonio

The Division contributed to the panel in the planning and inviting two of the panelists. **Peter Gade**, *University of Oklahoma*, was instrumental in the planning and coordination of the panel. **Todd Chambers**, *Texas Tech University*, assisted in the planning phase as well as inviting panelists to attend. MME is also co-sponsoring a session (International) about *Media, Economics and Democracy*. The session will discuss issues related to the PF&R goals of free expression and media criticism and accountability.

17.) Out of Convention Activities

PF&R was a highlight at Midwinter Conference at Kenesaw State University. MME was among the eight Divisions and interest groups that hosted the conference. The opening symposium featured a discussion about *Journalism and the Public: Restoring the Trust*. MME co-sponsored five panels at the conference and two featured presentations about PF&R issues.

A session co-sponsored with CCS and CJIG dealt with issues related to unnamed sources, the weekly newspaper industry and newspaper workload. The session, *Journalistic Practice*, helped further the PF&R goal of media criticism and accountability. Another session, *Ownership, Competition and Management*, was co-sponsored with CTP and GEIG. This session also featured discussions related to the PF&R goals of media criticism and accountability as well as free expression. **Leslie Jean Thornton**, Arizona State University, acted as the moderator and discussant for the session.

18.) Goals:

MME actively sought to provide a strong convention program with a balance of PF&R, Teaching and Research. With 25 panel proposals and four workshops/sessions dealing with PF&R issues, it appears that the Division realized this goal. The Division also agreed to continue co-sponsoring the Midwinter Conference. Finally, the Division is actively seeking new methods of outreach to attract international members.

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

19.) General Information:

Provided below are the report on the use of email in the paper competition, the forms used by the Division for its annual convention and midwinter paper competitions and the Division's 2005 Convention Program.

The link to the Division's newsletters is <http://www.miami.edu/mme/newsletter.html>. Hard copies of the newsletter and the Division's complete annual report will be sent to AEJMC under separate cover.

**Email used in paper competition judging:
Judges express satisfaction, with some concern**

Krishna Jayakar, Penn State, Research Chair

For the first time this year, email was used extensively for communication in judging the paper competition judging. Judges were given the option of receiving their papers either in paper version or electronically. Those opting for e-mail received their papers as e-mail attachments, and returned the review forms the same way. An informal survey conducted after the paper competition indicated that the judges were generally satisfied with email, but highlighted some areas of concern as well.

In general, the e-mail option was popular with the judges. Twenty nine judges (70.7% of the total) opted to receive their papers by e-mail. This may underestimate the popularity of the e-mail option because seven judges who belonged to the research chair's institution were sent papers by campus mail, just because the option was available.

In an informal survey conducted after the paper competition, judges were asked if there were problems downloading and opening the files; how they read the papers; the time it took; and whether they would be more or less likely to volunteer as judges if they were given only an email option next year. Seventeen judges responded in full to the questionnaire, for a response rate of 43 percent. Twelve of these had received their papers by e-mail, and five by postal mail.

Of the email recipients, only one reported problems downloading or opening files—though two others acknowledged that not all colleges may have the same technology that they do. One respondent remarked that she needed warning ahead of time if large files are going to come in. A judge who chose postal mail said his main concern was that his email inbox sometimes overflowed, leading to loss of important files.

Microsoft Word was the preferred format for email recipients, with PDF a distant second. One respondent pointed out the advantage of “locked” PDF, because “we know that no tampering has occurred at any level.” However, he acknowledged that not all universities may support full versions of the Acrobat suite.

As can be expected, the preferred platform was the PC. There was one Mac user among the respondents, but she reported that her machine was able to open PC files easily.

E-mail recipients generally printed their papers out to read—two read the papers on the screen, and one reported that he did both. For a few judges, printing out the papers was a chore, that they did not mind given the other advantages. One judge who said he read on screen appreciated the convenience of changing the line spacing so he could read more text without scrolling.

Asked about what the biggest factor in their choice of email or paper mail was, several judges mentioned speed as a reason for choosing email. One said, “expeditious handling of the assignment”; another “allowed for more review time and faster turnaround”; and another “schedule compliance.” One non-U.S. reviewer said speed was very important to her, because mailed papers take much longer to reach foreign destinations.

Judges mentioned “access” as another advantage of email. One reported that he could access his papers wherever he was, if they were online. Another judge who did her reviews while traveling said the biggest advantage for her was the safety of having a backup electronic copy of the paper, in case the printout got lost. Another thought files on the computer were easier to locate than paper copies lost in the jumble of faculty offices.

Next, judges were asked if they would be more likely, equally likely or less likely to volunteer their time next year, in case they were able to get their papers only by email. Predictably, two of the judges who opted for postal mail this year said they would be less likely. The other three said it would make no difference to them—though two mentioned the added inconvenience. As for the judges who opted for email, most said it will make no difference—one judge said it will make it more likely he will volunteer next year.

Finally, some judges mentioned online software packages offered by commercial vendors though the survey had not asked for feedback on this. You may recall that the online option had surfaced in a vigorous discussion in the MME list-serv earlier in 2005, but was set aside due to cost and concerns about computer glitches and privacy.

In the feedback, four judges mentioned moving completely online, three with support and one with a somewhat cautionary example. One judge said: “Why not online? It's so efficient. I can read faster online, that is, it's easier to go back and forth in an article than it would be if it were on paper and spread about before me on a table. And I don't have to address envelopes etc.”

However, another judge advised the need for caution citing the example of another AEJMC division: “We debated going to the expensive, commercial reviewing system. We didn't, but the XXXX division did—and they had tremendous problems with their reviewing this year. I don't know whether the system played a role in that... (b)ut many of their judges didn't realize that they were supposed to review 4 papers rather than 3 and just returned 3 reviews. And there was at least one very anxious email to the XXXX Division list-serv begging judges to go back to the electronic system and get their last paper and get those reviews in.”

Technology can evidently compound human error, just at it adds speed and convenience. From my perspective as the paper competition coordinator, email added some convenience but also created some additional complications. It was convenient and faster not to have to assemble, address and mail forty envelopes. But preparing electronic files for emailing created additional tasks. For one, authors who inadvertently forgot to send diskettes had to be contacted and asked to send in electronic files by e-mail. Second, each file had to be uploaded to the computer, archived as the original and a “sanitized” copy saved—with all identifying information removed from the cover, the headers and footers, and from ‘document properties’. This process took longer than expected.

This year's trial of an e-mail option was a preliminary experiment in online delivery. It provided some important feedback about some of the advantages and potential problems when moving online. We need to continue this conversation.

AEJMC
Media Management and Economics Division
2004-2005 Annual Report

**Media Management and Economics Division
2004-05 Executive Board**

Head

Marianne Barrett
Arizona State University

PF&R Committee Vice-Chair
Ken Killebrew
University of South Florida

Vice Head and Program Chair

Peter Gade
University of Oklahoma

Teaching Standards Committee Chair

Louisa Ha
Bowling Green State University

Secretary/Treasurer

Leslie-Jean Thornton
Arizona State University

*Teaching Standards Committee Vice
Chair*

Seema Shrikhande
Oglethorpe University

*Research Committee Chair/
Paper Competition Chair/
Program Vice-Chair*

Krishna Jayakar
Penn State University

Named Awards Committee Chair

Jim Eggenesperger,
Iona College

*Research Committee Vice Chair/
Paper Competition Vice Chair*

Hugh Martin
University of Georgia

Named Awards Committee Vice Chair

Dane S. Claussen
Point Park University

*Research Committee Vice Chair/
Midwinter Conference Paper Competi-
tion Director*

Sue Westcott Alessandri
Syracuse University

Other Division Positions

Graduate Student Liaison

Amy Jo Coffey,
University of Georgia

Newsletter Editor

Steven J. Dick.
Southern Illinois University—
Carbondale

Pre-Convention Program Chair

Jerry Condra
SUNY Oswego

PF&R Committee Chair

Todd Chambers
Texas Tech University

Immediate Past Division Head

Randal A. Beam
Indiana University

Webmaster and Listserv Manager

Michel DuPagne
University of Miami

Special Biography Project
 Fred Schiff
 University of Houston

Mike Wirth, Ph.D.
 University of Denver

International Service and Outreach
 Bozena Izabella Mierzejewska
 University of St. Gallen, Switzerland
 Members at large

Ann Hollifield
 University of Georgia

AEJMC Demographic Information

	Officers	Annual Convention Sessions				Total
		Paper Judges	Panelists	Moderators	Discussants	
Male (total):	14	21	18	4	5	62
Amer. Indian or Alaska Native						
Asian	1	4	1	1		7
Black or African American						
Hispanic/Latino			1			1
International		2				2
Native Hawaiian or Pacific Islander						
White	13	15	16	3	5	52
Multi-Racial						
Female (total):	9	20	7	8	2	46
Am. Indian or Alaska Native						
Asian	2	4	3	2	1	12
Black or African Amer	1					1
Hispanic/Latino	1					1
Native Hawaiian or Pacific Islander						
White	5	14	3	6	1	31
Multi-Racial						
Did not report:			1			1
Total:	23	41	25	12	7	108

*No Data from Mid-year conferences so these columns were omitted.

MME Division AEJMC 2005 Convention Sessions

Date	Time	Session type/Title/Sponsors
Tues. Aug. 9	1-5 p.m.	Pre-convention Workshop: “Buying and Selling Media Properties”
Wed. Aug. 10	3:15-4:45 p.m.	Mini-plenary: “The Emerging Latino Media” Co-sponsors: Mass Comm. & Society, Newspaper, Community Journalism, MME
	5-6:30 p.m.	PF&R: “Media, Economics and Democracy” Co-sponsor: International
Thurs. Aug. 11	8:15-9:45 a.m.	Research: “Mergers and Acquisitions in the Media and Telecommunications Industries” Co-sponsor: Law
	11:45-1:15 p.m.	Refereed Research Papers
	3:15-4:45 p.m.	PF&R; “Meeting the Leaders of a Media Giant” Co-sponsor; RTVJ
	5-6:30 p.m.	Refereed Research Papers
	6:45-8:15 p.m.	MME Business Meeting
Fri. Aug. 12	7-8 a.m.	MME Executive Board Meeting
	8:15-9:45 a.m.	Research: “Weather Vane: Checking the Wind Direction on Convergence” Co-sponsor: Newspaper
	11:45-1:15 p.m.	Scholar-to-Scholar Refereed Research Papers
	1:30-3 p.m.	Research: “Issues and Trends in Media Management Research” MME sole sponsored
	3:15-4:45 p.m.	Teaching: “Management Consulting Research as Alternative Careers for Graduate Students” Co-sponsor: Council of Affiliates
	5-6:30 p.m.	Refereed Research Papers
	6:45-8:15 p.m.	Refereed Research Papers

REFEREED PAPER PANELS DETAILS

Title: Market Structure and Firm Performance
Moderator/Presiding: Cindy Price, University of Wyoming
Discussant: Michael Worth, University of Denver
Time: Thursday, August 11, 11.45 am – 1.15 pm

- Effects of Ownership Structure on the financial performance of publicly-traded newspaper companies – Soontae An, Hyun Seung Jin, & Todd Simon, all Kansas State University
- A proposed measure of the potential for scope economies in communication firms – John Dimmick, Ohio State University & Alan Albarran, University of North Texas
- Self Sufficiency or market transaction? Vertical integration in the U.S. television syndication market – Goro Oba & Sylvia Chan-Olmsted, both University of Florida. *Best Faculty Paper*
- The effect of multimarket contacts on radio station revenue per listener – Heather Polinsky, Central Michigan University.

Title: Newsroom Management
Moderator/Presiding: Sue Allesandri, Syracuse University
Discussant: Ken Killebrew, University of South Florida
Time: Thursday, August 11, 5.00-6.30 pm

- Where do we fit? What do we do? Occupational role dilemmas of advertorialists within a news organization – Alyssa Eckman & Thomas R. Lindlof, both University of Kentucky.
- Developing Media Managers for Convergence – Holly Fisher, University of South Carolina.
- What is means to be the editor: Top newsroom editors' management styles and attitudes about their organizational roles and support – Peter Gade, University of Oklahoma
- Metroplex Newspapers: A different kind of organization – Steve Hallock, Ohio University. *Best Student Paper*

Title: New technologies and business opportunities
Moderator/Presiding: Courtney Bosworth, Radford Univ.
Discussant: Anne Hoag, Penn State University
Time: Friday, August 12, 5.00-6.30 pm,

- Content Development for the Third Screen: The Business and strategy of mobile content and applications in the United States – Sylvia Chan-Olmsted, University of Florida
- Managing News in a Managed Media: Mediating the message in Malaysiakini.com – Augustine Pang, University of Missouri-Columbia.
- Video On Demand: Pragmatics of the Holy Grail – Eun-A Park, Penn State University
- Digital Technologies and Media Management: Rough waters ahead – Dan Shaver, University of Central Florida

Title: Market niches, small media firms and content
Moderator/Presiding: Leslie-Jean Thornton, Arizona State
Discussant: Craig Allen, Arizona State University
Time: Friday, August 12, 6.45 – 8.15 pm

- Strength and Success in the Weekly Newspaper Industry: A theoretical model of ownership and resource partitioning -- Rita Colistra, University of North Carolina-Chapel Hill. *Third Student Paper*.
- Determinants of Cable Program Diversity – Louisa Ha & Lisa Marshall, both Bowling Green State University. *Second Best Faculty Paper*
- Do Medium and Small Market Dailies produce abnormal Profits? – Stephen Lacy & Arvind Diddi, both Michigan State University, & Esther Thorson, University of Missouri.
- Confrontation or Conciliation? The plight of small media brands in a zero-sum marketplace – Walter McDowell, University of Miami.

Scholar-to-scholar session

Discussant 1: Stan Tickton, Norfolk State University
Time: Friday, August 12, 11.45 am – 1.15 pm

- Stability and Strategy: Consequences of clusters in the radio industry – Todd Chambers, Texas Tech University.
- Television Program Trade in East Asia – Jae Eun Chung, Indiana University. *Second Student Paper*
- Microniche, Microdimension, Macrodollars: An examination of cable sports networks and niche resource expansion – Amy Jo Coffey, University of Georgia.
- Exploring the relationship between commercial pricing and inventory sellout across TV program segments: A case study – Walter S. McDowell, University of Miami & Steven Dick, Southern Illinois University.
- The News-Sports Management Disconnect in local television – Brad Schultz, University of Mississippi & Mary Lou Sheffer, Louisiana State University.
- Laws of the Marketplace or a market culture? The place of markets in explaining the origins of political broadcasting policy – Tim P. Vos, Seton Hall University. *Third Best Faculty Paper*

INVITED RESEARCH PANEL

Title: Issues and Trends in Media Management Research
Moderator/Presiding: Anne Hoag, Penn State University

Time: Friday, August 12, 1:30-3:00 pm,

Panelists: Sylvia Chan-Olmsted, University of Florida
Rick Gershon, Western Michigan University
Anne Hoag, Penn State University
Mike Wirth, University of Denver

Come To Our Pre-conference Event

“Buying and Selling Media Properties” workshop to be held on Tuesday, August 9, 2005, from 1.00-5.00.

This workshop will bring together all those involved in a typical transaction: media executives, a communication attorney, brokers, and investment banker. This will be achieved through panels, speakers, and interactive case studies that will clarify the buying and selling process. Issues to be covered include lending practices by banks, use of brokers, what to ask an attorney, small market financing, and other factors that affect media price. Participants will be asked to suggest areas of academic research that might advance understanding of this area. As you can see from the list below, our participants have broad experience in many areas of operating, buying, and selling media properties? We will have several panels and interactive learning experiences during the afternoon with “panelists” participating.

Radio

Alan Albarran, Professor and Chair, RTVF Department, University of North Texas, Denton, TX (Editor, Journal of Media Economics, six books on media, international lecturer)

Samuel Bush, Chief Financial Officer, Saga Communications, Inc., Grosse Pointe Farms, MI (85 radio, 4TV, 3LP TV, 3 State radio networks)

Larry Patrick, CEO, Patrick Communications and Legend Communications, Ellicott City, MD (16 radio stations, media broker)

Tommy Vasocu, President, Encore Broadcasting, LLC, Midland/Odessa/San Angelo, TX (8 radio stations)

Broadcast Television

David Bochenek, Chief Accounting Officer, Sinclair Broadcasting, Hunt Valley, MD (20 FOX, 19 WB, 6 UPN, 8 ABC, 2 CBS, 4 NBC, and 2 independent stations)

Matt Hupfeld, Vice President of Finance, Clear Channel Television, San Antonio TX (40+ television stations)

Cable Television Systems

J. Patrick “Rick” Michaels or Sarah Combs from Communication Equity Associates, Tampa/ NYC. (Investment banking and corporate finance firm specializing in media, entertainment, communications, and related technologies)

Newspapers

Dolph Tillotson, President, Galveston Newspapers, Inc. and Publisher of the Galveston County Daily News. (Southern Newspapers, Inc. operates 10 daily and 4 non – daily newspapers, TMC publications, Web sites, and niche publications in Texas, Alabama and Georgia)

James H. Oldershaw, Vice President, Dirks, Van Essen & Murray, newspaper brokers (Newspaper Broker)

Legal /Regulatory

Lee W. Shubert, Special Counsel, Katten Muchin Rosenman, Washington, DC (Communications Attorney)

Moderator: Jerry Condra, Assistant Professor and Broadcasting Coordinator, State University of New York at Oswego (Former radio/television owner, general manager)

Issues to be covered include lending practices by banks, use of brokers, what to ask an attorney, small market financing, and other factors that affect media price. Participants will be asked to suggest areas of academic research the attending scholars might perform that could advance understanding of this area. What additional topics do you think should be discussed in this workshop? Here is our first suggestion: “The mass media is being pushed into change by technological and regulatory transition. Have property values in transactions been modified by decreasing or increasing audiences of various media platforms.”