
MME Record

Newsletter of the Media Management and Economics Division of AEJMC.

Summer 2006,

Number 51

Contents

Looking Forward, Stepping Back	1
Variety of Program Offerings	3
NEW MME Bylaws	5
Noteworthy Revisions to the bylaws	6
First year of electronic submission goes well	6
MME offers papers about branding media and managing newspapers	7
MME research paper sessions	7
Convention schedule	9
MME Division 2005-2006 Annual Report	
Executive Board	10
Demographic information	11
Weighing division's activities	12
Division goals	12
Research activities	13
Teaching activities	16
PF&R activities	16
Overview	17

Looking Forward, Stepping Back

Peter Gade, Division Head

This newsletter includes several reports on the activities of the division over the course of the past year, notably the 2005-06 annual report, the San Francisco convention schedule, and a revision of the division's bylaws. My sense is these reports are much like course syllabi; we spend hours and hours preparing them only to have few people read them. I hope I'm wrong on this, and you'll take a few minutes to look over these reports. They represent the work of talented and dedicated colleagues who advance the mission of MME.

This article summarizes some of the important points and the activities supporting them, highlighting MME accomplishments during the past year and looking ahead to the convention and next year. As I prepare to hand over the reins to Krishna Jayakar, it seems appropriate to report what those most active in the division have done during my year as division head.

Bylaws

During the spring, I recruited an ad hoc committee of the three most recent immediate past heads (Marianne Barrett, Randy Beam, Sylvia Chan-Olmsted) to work with me to review and revise the bylaws. MME officers had discussed this task for the past three years, and it hadn't got done. It made sense to me that the immediate past heads were most likely to know how MME procedures and practices differed from the bylaws, and this is why I asked these former heads to serve as an ad hoc committee (instead of asking incoming officers or members of the executive board). Graciously, they all agreed to help.

Continued next page



Looking Forward

(Continued)

We each reviewed the bylaws independently and made suggestions for revisions. I put these suggestions in one document, circulated them to the committee, which resulted in a second round of recommendations, and further revisions. I also consulted the AEJMC bylaws, looking for inconsistencies, and when I had questions of interpretation, I exchanged emails with AEJMC manager Rich Burke. The proposed bylaws and a summary of the most important revisions are included in this newsletter; this material was also posted June 28 on the MME listserv.

Discussion and adoption of the revised bylaws will be an agenda item at the members' meeting at the convention, 6:45 p.m., Thursday, August 3. In the meantime, please feel free to discuss these changes by posting message on the listserv.

Annual Report

A noteworthy activity in the annual report is AEJMC's requirement of reporting on the success (and lack of it) in achieving the division's goals and stating goals for the upcoming year.

For the 2005-06 year, I (with help from past officers) came up with a list of eight goals, some quite ambitious, and I'm pleased to report that we accomplished or made significant progress toward nearly all of them. The first two goals were to revise the bylaws and develop a mission statement. The mission statement is now included in the bylaws. Other goals included:

-- Revise process for soliciting nominations for named awards. We had some success, as we communicated with members of the AEJMC Council of Divisions (the division and interest group heads) and got these people to post our calls for nominations on their listservs. We wanted our calls to reach a broader audience, and this was a first step. We have discussed compiling a list of administrators and soliciting nominations from them as a way of further improving the process. Named Awards Committee Chair Hugh Fullerton coordinated judging the nominations, and both the Picard and Sherman awards will be given this year.

-- Improve diversity in convention programming. This year on the call for convention panel proposals we began asking for demographic information regarding potential panelists and moderators

as a part of the proposal process. The goal was to get those proposing panels to consider diversity from the initial phases of the planning process. There has been some modest success, as the representation of minorities (in aggregate) is higher than in the recent past.

-- Expand use of email for submission and judging in the research paper competition. In 2005, paper chair Krishna Jayakar used email for judging. In 2006, we expanded to an all-electronic call for papers. Paper chair Cindy Price executed the change, and reports that it generally went smoothly and worked efficiently. See Price's story in this newsletter.

-- Continue participation in the Midwinter conference. MME not only continued participation, but was very active at the host site (Bowling Green State University, Ohio). MME Midwinter liaison and Bowling Green associate professor Louisa Ha did much of the work of conference planning, and put together a strong program with eight other divisions and interest groups. This year's Midwinter was the largest ever, with about 150 attendees from about 45 universities and colleges, including about 90 graduate students. Thirteen MME papers were presented; seven by faculty, six by graduate students.

--Develop more opportunities for graduate student participation in the division. MME graduate student liaison Rita Colistra of UNC-Chapel Hill was active in promoting the division as a good environment for graduate students and encouraging students to submit their research to MME. She worked with officers in the Graduate Education Interest Group, and MME cross-promoted activities and events with GEIG in newsletters and on the groups' listservs.

Continued next page



Looking Forward (continued)

Members' Meeting

Although the agenda has not been finalized for the members' meeting, several items for discussion have been identified and several will or could become action items. Among these: the bylaws, continued use of email for paper submissions and judging, continued participation in the Midwinter meeting, and imposing a length limit on research paper submissions.

If there are items you would like to see put on the agenda for the meeting, send them to me (pgade@ou.edu) with a brief summary of the context and rationale, and they'll be added to the agenda.

Once again, if you're at the convention, please make plans to attend the meeting at 6:45 p.m., Thursday, August 3.

Convention Schedule

Convention program chair Krishna Jayakar and research paper chair Cindy Price have put together an excellent MME program for the convention in San Francisco. MME has a couple sole-sponsored panels that are on topics of special interest to MME members. Our Best Practices in Teaching Audience Research panel extends some of the work begun by the Broadcast Research Initiative in 2003 and 2004. Our other sole-sponsored panel is Media Management in the 21st Century, and brings together a top panel of media managers to discuss how media companies are developing leaders for the challenges facing media industries.

Thanks

I've been an officer in MME for the past three years, and it's been one of the most rewarding experiences I've had since moving to the academy 16 years ago. MME is relatively small division in AEJMC, but its members are among the brightest, kindest, and can-do spirited people I know. When I was a new (and aspiring) scholar, I was nurtured and mentored by several of our senior members. Later, I was encouraged again by MME officers to continue my research, and to become more active in MME. As a division officer, my requests for help and guidance doing the division's work were always met with positive and productive responses. You're a great group, and I thank everyone for your support, trust and efforts.

Variety of Program Offerings

Krishna Jayakar, Program Chair
Penn State

MME Division members can look forward to a variety of program offerings at the AEJMC Annual Convention at San Francisco, August 2-5, 2006 including sole- and co-sponsored invited paper panels, refereed research paper presentations and the scholar-to-scholar (poster) session.

A sole-sponsored panel titled **Leading Webcasters in Leading Broadband Markets in the World: Emerging Business Models and Webcasting Industry Outlook** will address cutting-edge technological and business developments in the industry. This exciting and highly topical research themed panel was put together by Louisa Ha, Bowling Green. Webcasting of video and audio content is a growing medium with the rapid development of broadband services. This panel will describe the business models employed by the top webcasters in the most developed broadband markets to tap the trends and contrast the influences of public broadcasting and commercial broadcasting traditions in different markets. Ha has put together an exceptional international panel of experts to address this topic including Sora Park, Hanyang University, South Korea; Min Han, Jönköping International Business School, Sweden; Nina Weerakkody, Deakin University, Australia; Richard Ganahl, Bloomsburg University, and Miriam Smith, San Francisco State. The panel meets at 11.45 am-1.15 pm, Thursday, August 3.

Gary Corbitt, Research Director at WJXT/Post Newsweek Stations at Jacksonville, Florida has put together a teaching-themed invited paper panel titled **Best Practices in Audience Research**. The panel will seek to provide a better understanding to students and faculty of the pivotal role that research plays in the broadcast business. Corbitt said that understanding research will provide students with the foundation necessary to become the future CEO's in the business. This panel will look at the both the best practices in curriculum development and teaching methods, and explore ways the industry and academe can work together to improve how the subject is taught.

Continued on next page

Program Offerings In San Francisco

(continued from previous page)

Corbitt has put together a blue-ribbon panel of industry professionals and academics including Jim Fletcher, Dean of Graduate Studies at the United Arab Emirates U. ; Ann Hollifield, Associate Professor, University of Georgia; Elizabeth Huszarik, Senior VP, Warner Bros Media Research; Sylvia Chan-Olmsted, Professor, University of Florida; Bruce Rosenblum, Executive VP, Warner Bros Media Research; and Jack Wakshlag, Chief Research Officer, Turner Broadcasting. This panel will be presented 3.15-4.45 pm, on Thursday, August 3.

The MME Division's third sole-sponsored is a Professional Freedom & Responsibility panel titled **Media Management in the 21st Century: How media organizations are training and developing leaders for the challenges of a changing media landscape.** This panel will address issues of management training and development, especially in relation to leadership and addressing challenges facing the mainstream media industry (fragmenting audiences, explosion of media outlets, changing social values and societal expectations of journalism, lack of minorities in mainstream media management, media scandals, profit pressures). The goal of this panel is to bring experienced managers together to discuss how media companies are developing the next generation of leaders, what companies are looking for in leaders, and the organizational resources and support companies have and need for management training. Peter Gade of Oklahoma coordinated this panel, with the speakers list including Geneva Overholser, University of Missouri and former ombudsman for the Washington Post and editor of the Des Moines Register; Rick Rodriguez, editor, Sacramento Bee, and 2005 president of the American Society of Newspaper Editors; Dan Rosenheim, news director of KPIX-TV, the CBS affiliate in San Francisco and former managing editor of the San Francisco Chronicle; Paul Dinovitz, vice president and Western director of the Hearst Foundations and former president and general manager of KRON-TV, San Francisco. This panel will be presented at 1:30 to 3 p.m., Friday, Aug. 4.

In addition to these three sole-sponsored panels, the MME division has also collaborated with a number of other divisions to schedule co-sponsored panels of interest to the membership of the participating divisions. On Wednesday, August 2, 11.45 am-1.15 pm, the Law, MME and Scholastic Journalism Divisions have co-sponsored a panel titled **Student Press Freedom After *Hosty v. Carter***, focusing among other things on the special problems in the management of college newspapers. Cindy Price, Wyoming was the representative of the MME Division in organizing this panel. On Thurs-

day, August 3, 8.15-9.45 am, the MME Division joins with the Communication Technology Division to present a panel on **The Digital Picture: The Economics of Online Journalism and Advertising.** Gracie Lawson-Borders, Kent State proposed and organized this panel for the MME Division. On Friday, August 4, 3.15-4.45 pm, the Media and Disability Interest Group and the MME Division have co-sponsored a panel titled **Fifteen Years of the ADA**, intended to coincide with the fifteen-year anniversary of the Americans with Disabilities Act. Peter Gade, Oklahoma coordinated the panel on behalf of the MME Division. Finally, on Saturday, August 5, 8.15-9.45 am, the Public Relations and MME Divisions jointly present a panel titled **Corporate Social Responsibility and Influences on Corporate Ethics**, for which Hugh Martin, Georgia took the lead from the MME Division.

This year, AEJMC has decided to further augment the stature and exposure of the scholar-to-scholar poster sessions. The MME poster session is scheduled in a midday "prime-time" slot (Thursday, August 3, 1.30-3.00 pm), with no other sessions or events scheduled against it—audience interest is therefore likely to be higher at these sessions than in the past. This is a welcome step, because it allays the concerns some authors have had in the past that poster sessions were in some way inferior to a speaking spot in a refereed paper session. The MME Division's scholar-to-scholar session includes excellent papers, including top award winners. Do look in on this session for some top-notch research.

I would like to take this opportunity to thank all MME division members who contributed to putting together this excellent line-up of program offerings, as panel proposers, speakers, reviewers, discussant and moderators. As program chair, my job would have been impossible without your cooperation, advice and help. Thank you, and I look forward to meeting you all at San Francisco.



MME Bylaws:

Revised June 2006

Article I – Name

The name of this organization shall be Media Management and Economics Division

Article II – Mission

The mission of this organization shall be to serve its members and AEJMC by researching, publishing and discussing issues related to media management and economics. The organization shall provide forums for research, discussions of professional values, and the development of education in media management and economics. The organization shall engage media industries through its research, public service, and teaching.

Article III – Membership

Section 1. Regular membership in the division shall be restricted to members in good standing of the Association for Education and Mass Communication who are dues-paying members of the division.

Article IV -- Officers

Section 1. The officers of this organization shall be Division Head, Division Vice Head/Program Chair, and Secretary. Officers must be dues-paying members of AEJMC and the MME division. The officers shall perform duties prescribed by the Bylaws and by the parliamentary authority adopted by this organization.

Section 2. The offices of Division Vice Head/ Program Chair and Secretary shall be elected by ballot at the annual members' meeting. The sitting Division Vice Head/Program Chair will ascend to Division Head. All officers serve a one-year term. The Division Head term begins October 1. The term for the Division Vice Head/Program Chair and Secretary shall begin at the close of the annual AEJMC meeting at which they are elected.

Article V – Meetings

Section 1. The annual members' meeting of the division shall be conducted during the annual convention of the AEJMC for the purpose of electing officers, receiving reports of officers and committees, and for other business that may arise.

Section 2. Ten members of the division shall constitute a quorum.

Article VI – Executive Board

Section 1. The executive board of the division shall consist of the three elected officers, plus the chairs of the three standing committees: Research, Teaching, and Professional Freedom and Responsibility.

Section 2. The executive board shall have general supervision of the affairs of the division between its annual business meetings, shall fix the time and place of meetings, make recommendations to the division, and perform such other duties as may be prescribed by the Bylaws.



Article VII – Committees

Section 1. The division shall have three standing committees: research, teaching, professional freedom and responsibility.

Section 2. The chairs of the standing committees are appointed by the division head. The chairs of standing committees must be dues-paying members of AEJMC and the MME division.

Section 3. The Research Committee Chair shall be responsible for planning and coordinating the division's research activities and shall serve as the convention research paper competition chair.

Section 4. The Teaching Committee Chair shall be responsible for planning and coordinating of the division teaching activities.

Section 5. The Professional Freedom and Responsibility Chair shall be responsible for the planning and coordinating of division activities related to issues of professional freedom and responsibility.

Section 6. As the executive committee deems necessary to carry out the work of the division, special or ad hoc committees may be appointed by the Division Head.

Article VIII – Parliamentary Authority

The rules contained in Roberts Rules of Order Newly Revised shall govern the division in all cases to which they are applicable and in which they are not inconsistent with these Bylaws or any special rules of order which the division may adopt.

Article IX – Amendments

The Bylaws can be amended at any members' meeting of the division by a two-thirds vote of those present and voting, provided that the proposed amendment has been published to all members of the division no less than 30 days prior to the meeting.

Noteworthy Revisions: Next page

Noteworthy Revisions to the bylaws

Article II – Mission

--Crafted a mission statement

Article IV – Officers

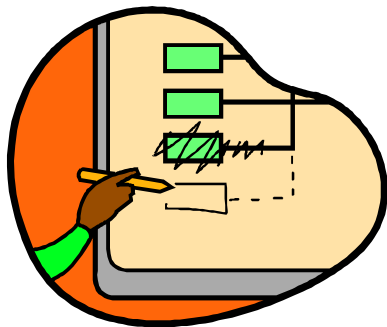
--Deleted "treasurer" from the officer titles listed in Section 1. The reason is that AEJMC policies allow only the Division Head to access the division account, rendering no need for a treasurer.

--Changed names of officer titles in both sections from "Head-elect" to "Division Vice Head/Program Chair" to reflect current practices.

--Added to Section 1 "Officers must be dues-paying members of AEJMC and the MME division."

--The Division Head term needs to begin Oct. 1, in conjunction with the AEJMC fiscal year. AEJMC practice is to have division head terms begin Oct. 1. The logic is that the head is the division's fiscal officer, and having a term that fits with the AEJ fiscal year is most efficient.

Please note: Under this system we do not elect a Paper Chair/Program Vice Chair. Current practice has this person also as the Research Committee Chair, and like the other chairs of the standing committees, appointed by the incoming head. We expect the paper chair/program vice chair to ascend to Division Vice Head/Program Chair, but the system as proposed above does not require the paper chair to ascend, and it allows members to elect someone other than the sitting paper chair to become Division Vice Head/Program Chair. The committee thought this is good flexibility, as it does not preclude the paper chair from moving up, but it allows the members a more direct say in the annual election of officers.



Article VII – Committees

--Also in Section 2, included "The chairs of standing committees must be dues-paying members of AEJMC and the MME division." This is to remove ambiguity about eligibility for chairing committees (must be a dues-paying MME member).

--Research Committee Chair responsibilities (Section 3) now include convention research competition chair. This puts our bylaws in line with established practice.

Article IX – Amendments

--Removed "mailed to" as a form of notification, and replaced this with the term "published."

--Changed the notification period from 25 to 30 days. This makes our division's amendment protocol the same as AEJMC's.

First year of electronic submissions goes well

Cindy Price, Research Chair
University of Wyoming

Although the total number of submissions this year was down, the process of electronic submissions of research papers went smoothly overall. When the deadline of Midnight Eastern Time came on April 1, 35 people had sent me their papers about a wide range of topics in media management and economics. One other paper was submitted late, so it was not sent to judges. From my perspective, the process went very well, as it was easy to send the papers to the judges and any correspondence to the paper authors. In sum, here are some of the pros and cons of electronic submission.

PRO:

- Easy for the authors to do. Several authors expressed gratitude for being able to submit electronically.
- Easy to send to judges. Instead of having to mail the papers, judges could receive them by e-mail and reply back by e-mail.
- Easy correspondence to judges and to authors. When a few glitches arose, it was easy to deal with them because all of the e-mail addresses were in the system. Both judges and authors could just hit Reply and send me a message.
- Ease to put data into spreadsheet. When judges sent back their scoring sheets electronically, the data could be more easily transferred to Excel than from a printed scoring sheet. This saved time and made the scoring process easier.
- Money savings. The whole process did not cost the division one cent because all correspondence was handled by e-mail. I did have an assistant, but she was paid by my department.

CON:

- Some judges may not have volunteered to help judge because they didn't want to deal with e-mail. This isn't something I heard, but Krishna heard that from a few judges last year.
- Make sure e-mail connections work. There was one glitch with a judge who said she didn't receive the papers.
- PDFs make it hard to send to judges unless the person sends a separate file with the first page. That is what we requested for people to do, but not all of them listened.
- One judge saw the name of an author in one of the files. My assistant had changed all of the files, but for some reason, a previously saved copy made it in to the e-mail of the judge. As you can guess by the pros and cons that I have here, I think the division is well-served to do this again next year. The cons are not too serious that would outweigh the benefits of the pros. I personally heard no complaints from either judges or authors about the electronic submission process. Even the one person who submitted late said it was because he didn't read the directions, not because of computer problems. About half of the divisions in AEJMC decided to go electronic this year. It will be interesting to see at the convention if the other divisions have done as well as we have with the process. We will discuss the topic at the Members Meeting on Thursday, August 3 at 6:45 p.m. Please attend and give your opinion about this topic!

MME offers papers about branding media, managing newspapers

Cindy Price, Research Chair,
University of Wyoming

You can leave your heart in San Francisco, but before you do, make sure to check out some of the paper sessions that will be presented in the MME division.

Several excellent papers were submitted, but these six papers were selected to receive awards.

Faculty paper award winners are: First place: *Value Systems and Decision-Making Styles of Newspaper Editors* by George Sylvie and J. Sonia Huang, The University of Texas at Austin. Second place: *The Deregulatory Effects of the Telecommunications Act of 1996 on the Broadcasting Industry: Expectations vs. Reality* by Yong Cao, Southern Illinois University Carbondale and Ke Zhong, University of Texas at Tyler. Third place: *Diversity in the Korean Cable Industry: Trends in Ownership Concentration and Program Content Diversity* by Siho Nam, University of North Florida.

Student Paper award winners are: First place: *Convergence and Diversification in US Broadband Cable Industry: An Empirical Analysis of the Deployment Pattern of Cable Telephony in Local Telecommunications Markets* by Sangho Seo, The Pennsylvania State University. Second place: *The Effect of Audiences' Ideological Views on the Consumer-Based Brand Equity of CNN, Fox News, and MSNBC* by Tayo Oyedeji, University of Missouri-Columbia. Third place: *Competitive Advantages of the Mobile Advertising Industry: A Comparative Study Between U.S. and Korea* by SangMi Lee and Jennifer L. Lemanski, University of Florida.

The themes of the sessions are branding the media, regulation and policy, diversity in the cable and satellite industry, and managing newspapers. The paper presentations will be held on Wednesday afternoon and Friday morning and evening of the conference. The Scholar to Scholar session will be held on Thursday afternoon. For more information about the papers and when they will be presented, please consult the full schedule, also located in this newsletter.

I look forward to seeing you at the sessions!



MME Research Paper Sessions

Wednesday, August 2

5-6:30 p.m. Branding the Media: Analyzing Television Networks' Personality and Ratings

Moderator: **Ken Killebrew,**
University of Southern Florida

Branding Television News in a Multichannel Environment:
An Examination of Network News Brand Personality, Antecedents, and Effects

Sylvia M. Chan-Olmsted and Jiyong Cha,
University of Florida

The Effect of Audiences' Ideological Views on the Consumer-Based Brand Equity of CNN, Fox News, and MSNBC*

Tayo Oyedeji, University of Missouri-Columbia
Applying an Episodic Analysis Technique to Long-Term Ratings Data: A Case Study of Three Cable Network Brands

Steven J. Dick, Modern Media Barn

Walter S. McDowell, University of Miami

Skating on Thin Ice: Promotional Strategies for a Fourth-Place Network in the 2006 Winter Olympics

Gregory D. Newton, Ohio University

Glenda C. Williams, University of Alabama

Andrew C. Billings, Clemson University

Susan T. Eastman, Indiana University

Discussant: **Mike Wirth,** Tennessee

* Second Place Student Paper

1:30-3 p.m. Scholar to Scholar Session

Leading to Manage or Managing to Lead? The Roles of Bharat Dutta Koirala in the Professional Development of Nepali Media

Dharma Adhikari, Georgia Southern University

Competitive Advantages of the Mobile Advertising Industry:
A Comparative Study Between U.S. and Korea*

SangMi Lee and Jennifer L. Lemanski,
University of Florida

Discussant: **Bozena Mierzejewska,**
University of St. Gallen

Journalism and Blogging: A Test of a Model of Occupational Competition

Wilson Lowrey and Jenn Mackay,
The University of Alabama

Why TV Cume Matters Exploring the Notion of Ratings Replenishment in Daily Local Newscasts as a Case in Point

Walter S. McDowell, University of Miami

Discussant: **Marianne Barrett,** Arizona State University
* Third Place Student Paper

Continued on next page

Research Paper Detail

(Continued from previous page)

Friday, August 4

8:15-9:45 a.m. **The Reality of Regulation:**

Policy Issues in Telecommunications, Cable, and Newspaper

Moderator: **Stan Tickton, Norfolk State University**

The Deregulatory Effects of the Telecommunications Act of 1996 on the Broadcasting Industry: Expectations vs. Reality*

Yong Cao, Southern Illinois University Carbondale

The Newspaper/Broadcast Cross-Ownership Ban: A Search for a Middle Ground?

Dan Sullivan, University of Minnesota

“A La Carte” Cable Program Offering: The Perspective of the Independent Cable Operator

Max Utsler, University of Kansas

Barrett Sydnor, Snyder and Associates

The Impacts of Market-based Standardization Policy on the Mobile Deployment in OECD Countries: An Empirical Analysis

Sangwon Lee, University of Florida

Discussant: **Philip M. Napoli**, Fordham University

* Second Place Faculty Paper

5-6:15 p.m. **Managing the Press: Newspaper Editors Evaluate Opportunities and Threats**

Moderator: **Ann Jabro, Robert Morris University**

Value Systems and Decision-Making Styles of Newspaper Editors*

George Sylvie and J. Sonia Huang,

The University of Texas at Austin

Location Matters: Newspaper Entry into Pittsburgh Monopoly Market Fosters Local Editorial Competition and Marketplace of Ideas

Steve Hallock,

Southern Illinois University

The Perception of Management Team Effectiveness with The Daily Universe

Casey Stauffer and Quincy Beal,

Brigham Young University

Reasons behind Newspaper Journalists' Job Satisfaction, Organizational Commitment and Turnover Intentions: A Cross-Cultural Study

Li-jing Arthur Chang, Jackson State University

Discussant: **Karin Puehringer**, University of Zurich

* Top Faculty Paper

6:45-8:15 p.m. **From Rupert Murdoch to the Oxygen Network: Diversity in the Cable and Satellite Industry Around the World**

Moderator: **Jerry Condra, State**

University of New York - Oswego

Diversity in the Korean Cable Industry: Trends in Ownership Concentration and Program Content Diversity*

Siho Nam, University of North Florida

Convergence and Diversification in US Broadband Cable Industry: An Empirical Analysis of the Deployment Pattern of Cable Telephony in Local Telecommunications Markets**

Sangho Seo, The Pennsylvania State University

Content Diversity in Women's Cable Networks: A Study of Lifetime, Oxygen, and WE

Lisa Marshall, Bowling Green State University

Pawns in a Global Chess Game: A case study of Rupert Murdoch's China Strategy

Cynthia Mitchell, Georgia State University

Discussant: **Krishna Jayakar**, Pennsylvania State University

* Third Place Faculty Paper

** First Place Student Paper



Division Conference Schedule Summary

Wednesday, August 2

- 11:45 am – 1:15 pm *Student Press Freedom After Hosty v. Carter*, PF&R panel co-sponsored with Law and Scholastic Journalism Divisions
- 5:00 – 6:30 pm MME Refereed Research, *Branding the Media: Analyzing Television Networks' Personality and Ratings*

Thursday, August 3

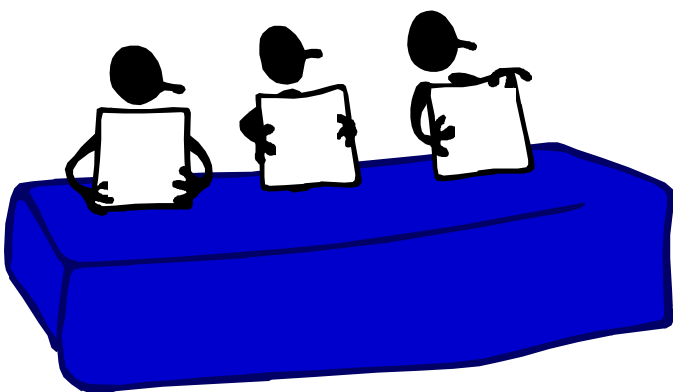
- 8:15 – 9:45 am *The Digital Picture: The Economics of Online Journalism and Advertising*, Research panel co-sponsored with Communication Technology Division
- 11:45 am – 1:15 pm *Webcasters in leading broadband markets: Emerging business models*, sole-sponsored Research panel
- 1:30 – 3:00 pm Scholar-to-scholar session
- 3:15 – 4:45 pm *Best practices in teaching audience research*, sole-sponsored Teaching panel
- 6:45 – 8:15 pm MME Members' meeting

Friday, August 4

- 7:00 – 8:00 am MME Executive Board Meeting
- 8:15 – 9:45 am MME Refereed Research, *The Reality of Regulation: Policy Issues in Telecommunications, Cable, and Newspaper*
- 1:30 – 3:00 pm *Media Management in the 21st Century: How Media Organizations Are Training and Developing Leaders for the Challenges of a Changing Media Landscape*, sole-sponsored PF&R panel
- 3:15 – 4:45 pm *Fifteen Years of the ADA*, PF&R panel co-sponsored with Media and Disabilities Interest Group
- 5:00 – 6:30 pm MME Refereed Research, *Managing the Press: Newspaper Editors Evaluate Opportunities and Threats*
- 6:45 – 8:15 pm MME Refereed Research, *From Rupert Murdoch to the Oxygen Network: Diversity in the Cable and Satellite Industry Around the World*

Saturday, August 5

- 8:15 – 9:45 am *Corporate Social Responsibility and Influences on Corporate Ethics*, PF&R panel cosponsored with Public Relations Division



AEJMC
Media Management and Economics Division
2005-2006 Annual Report to AEJMC

Media Management and Economics Division
2005-06 Executive Board

Head

Peter Gade
University of Oklahoma

PF&R Committee Chair

Jim Eggensberger
Iona College

Vice Head/Convention Program Chair

Krishna Jayakar
Pennsylvania State University

PF&R Committee Vice Chair

Dane S. Claussen
Point Park College

Immediate Past Division Head

Marianne Barrett
Arizona State University

Teaching Standards Committee Chair

Kenneth C.C. Yang
University of Texas – El Paso

Secretary/Newsletter Editor

Steve Dick
Modern Media Barn

Teaching Standards Committee Vice Chair

Hugh Martin
University of Georgia

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

Cindy Price
University of Wyoming

Named Awards Committee Chair

Hugh Fullerton
Sam Houston State University

*Research Committee Vice Chair/
Paper Competition Vice Chair*

Gracie Lawson Borders

Named Awards Committee Vice Chair

Seema Shrikhande
Oglethorpe University

*Research Committee Vice Chair/
Midwinter Conference Paper
Competition Chair*

Sue Wescott Alessandri
Syracuse University

Graduate Student Liaison

Rita Colistra
University of North Carolina

*MME Division Midwinter Conference
Liaison*

Louisa Ha
Bowling Green State University

Webmaster and Listserv Manager

Michel Dupagne
University of Miami

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

Special Bibliography Project

Fred Schiff
University of Houston

Members at Large

Jerry Condra
SUNY @ Oswego

C. Ann Hollifield
University of Georgia

Mike Wirth
University of Tennessee

AEJMC Demographic Information

Media Management and Economics, 2005-06

	Officers	Annual Convention Sessions				*Mid-winter	Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	
Male (total):	12	22	21	10	3	7	75
Amer. Indian or Alaska Native							
Asian	2	3		2	1	2	10
Black or African American		2	2	1			5
Hispanic/Latino		1	1			1	3
International			1				1
Native Hawaiian or Pacific Islander							
White	10	16	17	7	2	4	56
Multi-Racial							
Female (total):	9	12	15	3	3	6	48
Amer. Indian or Alaska Native							
Asian	2	2	5	1		1	11
Black or African American	1	2	1				4
Hispanic/Latino							
International	1		2		2	1	6
Native Hawaiian or Pacific Islander							
White	5	8	7	2	1	4	27
Multi-Racial							
Did not report:							
Total:	21	34	36	13	6	13	123

MME Annual Report Detail

Weighting division's activities

Approximate weighting for the 2005-06 year:

Research 35 percent

PF&R 35 percent

Teaching 30 percent

The division strives for a consistent and equitable focus on PF&R, research and teaching activities. Convention planning for 2006 saw more than 75 percent of the panel proposals being research or PF&R panels, although the executive committee always ensures at least one convention session in each of the three areas. The MME convention program includes four PF&R panels (three co-sponsored), two research panels (one co-sponsored) and one sole-sponsored teaching panel. Twenty peer-refereed papers will be presented during four research paper sessions and one scholar-to-scholar session. The teaching panel's importance to the division is reflected in our decision to sole-sponsor a "Best practices in teaching audience research" panel; this topic did not draw a lot of interest from other divisions for co-sponsorship, but because audience research is increasingly important to media industries (and quickly changing), the division has put together a top panel of senior educators/scholars and industry researchers to present at the convention. Furthermore, to maintain a balance among activities, the division gives the Sherman Teaching Award that recognizes teaching excellence in media management and economics, and the Robert Picard Award for top book or peer-reviewed publication for the year.

Division goals

The division set a quite ambitious set of nine goals for 2005-06, and was able to accomplish or begin procedures that will allow us to accomplish nearly all the goals. Media Management and Economics division's goals for 2005-06 were.

- 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 PF&R and that meets the needs of division members.
- Review the division's participation in the 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.



In terms of accomplishments, a committee of the past three heads plus the current head has reviewed the bylaws and is completing revisions. These revisions will be presented to the membership in the summer newsletter before the convention (late June), and the members will be asked to approve the revisions at the annual members' meeting at the convention. To solicit nominations for the named awards, the division sent email invitations to members of the Council of Divisions and asked them to post the award calls on their listservs and encourage administrators to make nominations. This is the first step to improve this process. To improve diverse representation in our convention programming, the division – for the first time – asked panel proposers to include

demographic information of potential panelists and moderators in their initial proposals. The attempt was to get proposers to consider inclusiveness from the beginning of the planning process, and there was some modest success as the representation of minorities is higher than in the recent past. The division went to an all email research paper submission and judging process in 2006, which worked well. It was efficient and well-received, and will be continued. The division co-sponsored and hosted the Midwinter meeting, which attracted more co-sponsors (nine divisions/interest groups), paper submissions and panelists than in the recent past. The division has encouraged graduate student participation, and MME's graduate liaison worked diligently at networking with other divisions, especially the Graduate Education Interest Group, to cross-promote convention and paper calls, as well as publish stories about MME activities in the GEIG newsletter. The division has also promoted the midwinter meeting as an excellent venue for graduate students to present their research, and paper submissions to the midwinter were up (from five in 2005 to eight in 2006).

Despite much success, the division fell a bit short in accomplishing all its goals, and will continue to work on achieving these the upcoming year. MME will continue to improve the nomination process for the named awards by targeting administrators of top programs in media management and economics, expecting these administrators will be motivated to nominate their faculty for recognition through these awards. The division will also continue to refine and improve the process of inclusiveness in its leadership and convention programming. We fell short this year regarding collecting demographic data for the Midwinter meeting, and this was primarily the fault of the division head, who failed to communicate clearly and in a timely manner with the division's planners and organizers that the changes we made in our panel proposal process for the annual convention should also be applied to the Midwinter. Finally, the division did not review or extend its partnership with the Broadcast Research Initiative in the form of a pre-convention workshop. The interest in this initiative continues, and the division's convention teaching panel includes the participation of several people who have been involved in this partnership in the past, so it's most accurate to say this partnership has continued along a different path.

Media Management and Economics division's goals for 2006-07

- Adopt and implement the division's Bylaws as amended in 2005-06, and make appropriate changes in the division's programs and procedures as required

- Further enhance the division's named awards programs and modify the nomination process as appropriate, with a view to increasing the number of nominations

- Make renewed efforts to increase the representation of diverse groups in all aspects of the division's activities, including general membership, research paper submissions, conference judging, and panel presentations

- Explore further avenues for cooperation with the Graduate Education Interest Group and other AEJMC divisions/interest groups, to increase the participation of graduate students in MME division activities

- Assess member interest in expanding the division's mandate to include policy studies, in broadcasting and telecommunications

- Initiate a discussion on an MME division named award for Professional Freedom and Responsibility (PF&R), awarded to an individual who makes significant contributions to public advocacy, media responsibility, management ethics, public interest or other relevant areas, through his or her research, teaching or service activities

- Strengthen the division's participation in pre-convention activities, through tie-ups with the Broadcast Research Initiative or other concerned agencies.

- Examine the feasibility of the division's partnership with leading journals in the field of media management and economics



Research/Faculty Papers

25 submitted, 15 accepted for acceptance rate of 60 percent. Overall acceptance rate (faculty and student combined) was 55 percent. The number of submissions was down from last year; however the division wants to have as many convention papers presented as are worthy, and this resulted in a slightly higher than 50 percent overall acceptance rate.

Research/Student Papers

11 submitted, 5 accepted for acceptance rate of 45 percent.

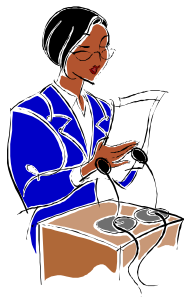
Note: In judging student and faculty convention paper submissions, the division makes no distinction between faculty and student papers. This is made clear in the division's paper call. For the 2006 convention, four of the accepted faculty papers were co-authored with students, including the first and second place faculty award recipients.

Research/Judging Process

Three judges reviewed each paper. Using the completed judging assessment sheets (attached), paper competition chair Cindy Price, University of Wyoming, 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. 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;
- iii. 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;

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.



Research/Judges

Thirty-four (34) judges participated in the review, for an average of 3.02 papers per judge. One paper was rejected without submitting to judges because it was sent after the deadline. Four (4) judges reviewed 4 papers, twenty-nine (29) judges reviewed three papers, and one (1) judge reviewed 2 papers.

Demographic breakdown of the judges:

- Male: 65%
- Female: 35%
- White American: 62%
- African American: 9%
- Asian American: 15%
- Hispanic/Latino: 3%
- International: 11%

Research/Other Competitions

MME was a co-sponsor and host site for the Midwinter meeting at Bowling Green State University in February. Research paper data from the Midwinter:

- Number of faculty paper submissions: 10
- Number of faculty papers accepted: 7
- Faculty acceptance rate: 70 percent
- Number of student paper submissions: 8
- Number of student papers accepted: 6
- Student acceptance rate: 75 percent
- Number of paper judges: 13

For the Midwinter meeting, MME solicited abstracts only, and this conference is intended to be graduate student friendly. Judges reviewed abstracts based on their scholarly rigor, execution and contribution/relevancy to the division. MME interest and participation in the Midwinter was greater this year, as MME was the host site, and the division made efforts to promote the convention to graduate students through the Graduate Education Interest Group. MME abstract submissions for the 2006 Midwinter doubled from 2005 (nine in 2005 to 18 in 2006), and the number of presented papers increased 63 percent (8 in 2005 to 13 in 2006).

For the annual convention, top faculty research paper is recognized by the Steven Lacy Award. Top graduate student research paper at the annual convention is recognized by the Mary Alice Shaver Award. The Shaver Award winner also receives a \$200 stipend. These awards are determined through the course of comparing evaluations of all conference paper submissions and will be given at the members' meeting at the convention in San Francisco.

MME also awards the Robert Picard Award for the best book, monograph or peer-reviewed publication of the year (2005). A committee of three judges, chosen by the Named Awards Committee Chair, reviewed the nominations to determine the award winner. The award will be given at the members' meeting at the convention in San Francisco.

Convention activities related to research.

Refereed Convention paper sessions

Details reported above.

Research/Out-of-Convention Activities

At the Midwinter meeting, the division was well represented on the research paper sessions, and three of the session had themes directly related to MME interests and included MME members as presenters. Members of the division also served as moderator/discussant for two sessions.

The Research Committee contributed three articles to the MME Division Newsletter; one appeared in the Winter 2006 issue and two in the First Summer 2006 issue (forthcoming).

Research/Summary

Unfortunately, the Division was unable to increase submissions for the paper competition in 2006. In fact, the number decreased from 44 from 36 (an 18.9% drop). The research and paper competition chair has served on the AEJMC National Membership Committee, and noted that there seems to be a trend when conferences are held on the West Coast for the number of submissions and memberships to drop.

Continuing the practice initiated recently, the division 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.

Enhanced by this expanded call, the topics of the papers submitted this year were widely varied, including advertising, broadcast, public relations, Internet, law, and branding media. People seem to be

beginning to understand that media management and economics can mean much more than just money.

The biggest change for the Research Committee this year was going to an all-electronic convention paper submission and judging process. This made the paper chair's job much easier, but also had a few glitches that will need to be addressed for next year. At the Members Meeting, we plan to discuss keeping the electronic call and instituting a limit of 25 pages for the submissions. Because the paper call was electronic, all of the submissions from authors and reviews sent to judges were done electronically. This made putting information into the spreadsheet for processing much easier. It also cut the costs of running the paper competition down to almost nothing. The paper chair received no negative feedback from any of the judges or from those who submitted papers.

The committee made a concerted commitment to diversity, both in the promotion and judging for the paper competition. The Division was able to attract submissions from a diverse group of authors. Eleven female authors (35.5%) are represented in the conference program, and 11 authors (35.5%) identified themselves as belonging to minority communities [Note: the total number of authors for the 20 accepted papers was 31, because several papers were co-authored]. Women and minorities are also strongly represented in the list of top faculty and student paper award winners. In fact, ALL of the paper award winners or co-authors were either women or minorities or both (see attached MME best papers list). The committee also had a pool of judges that included Asians, Asian Americans, African Americans, Canadians, Europeans, and Caucasian U.S. residents and 35% were women.

The convention research program includes a good mix of papers exploring issues related to "old" (newspaper, broadcast) and "new" media (mobile communication, digital technology, Internet), practical and theoretical research, as well as numerous methodological approaches (qualitative and quantitative methods, survey, observation, case study, and policy studies). The Division also has papers addressing management and economics issues in non-U.S. media (management in Nepal, competitive studies of the U.S. and Korea, job satisfaction in different countries, Rupert Murdoch's China strategy).

The Research Committee, in conjunction with the Program Chair, made a concerted effort to have research be an important part of MME's panels. Therefore, the Division has one sole-sponsored research panel and one co-sponsored with Communication Technology scheduled during the convention.

Teaching

In-convention teaching activities

MME is the sole-sponsor of a convention panel titled "Best Practices in Teaching Audience Research." This panel brings together top scholars/educators of media management and top audience researchers in the media industry to discuss how audience research is conceived, executed and reported, and how to make these concepts understandable and relevant in the classroom. MME has had an ongoing interest in audience research, working for three years (2002-04) with the Broadcast Research Initiative to sponsor pre-convention workshops. Workshop participants recognized the value of the information and wanted to extend the ideas at the workshops into the classroom in a way in which students could benefit from a stronger foundation in audience research. This thinking led to the creation of this panel and MME's decision to sole-sponsor it. The panel will help meet the Teaching Standards Committee's goals of developing curriculum, course content and teaching methods. The panel consists of educators Jim Fletcher of United Arab Emirates, Ann Hollifield of Georgia, and Sylvia Chan-Olmstead of Florida, as well as researchers (non-member invited speakers) Elizabeth Huszarik, senior vice president of Warner Bros. Media Research, Bruce Rosenblum, executive vice president of Warner Bros. Media Research, and Jack Wakshlag, chief research officer of Turner Broadcasting. The panel is moderated by MME member Gary Corbit, research director of WJXT/Post Newsweek Stations.

Out-of-convention teaching activities:

The MME division develops and maintains a division website (<http://www.miami.edu/mme/index.htm>) and Listserv to share useful information about teaching and research. Teaching tips, syllabi, workshop information, case study, and calls for paper are posted on the Division website. Furthermore, a Listserv is set up to provide up-to-dated developments in media management and economics research and teaching to subscribers.

The division recognizes excellence in the teaching of media management and economics through the Sherman Teaching Award. In 2005, this award was not given as no nominations were received. However, in 2006 the award will be given once again after the division took a more proactive approach, initiated by Named Awards Committee Chair Hugh Fullerton, to solicit nominations.

Teaching goals and activities:

Teaching goals of the division are to create venues for the discussion of issues and development of curricula relevant to the teaching of media manage-

ment and economics, as well as recognize excellence in teaching. These goals are attained in part by providing opportunities for our members to interact with and learn from the division's top scholars and experienced teachers, as well as industry professionals. The division also uses its web site to share resources and reference material (syllabi, teaching tips, and case studies). The division is committed to continue to provide top convention programming in support of teaching (this year's sole-sponsored "Best Practices in Teaching..." convention panel is an example of this commitment) and integrating Internet technology to promote teaching activities as is currently done on our division web site.

PF&R

In Convention Activities

PF&R was a particular focus in developing activities for the 2006 Convention, and the division is solely sponsoring one panel and jointly sponsoring three others on PF&R-related topics. One of the panels is a theme panel.

The MME Division is co-sponsoring (with MDIG) a convention-theme session entitled "Fifteen Years of the ADA" which will explore issues related to workplace access and fairness for journalists/mass communicators with disabilities. Non-member invited speakers include **Mary Lou Breslin**, senior policy adviser for the Disability Rights and Education Defense Fund, and **Suzanne Levine**, executive director of the National Center for Disability and Journalism.

The panel will help further the division's goals of cultural inclusiveness and public service. **Peter Gade** of Oklahoma generated the MME topic and helped organize its portion of the panel.

The division also is co-sponsoring (with PR) a panel session on the topic of Corporate Social Responsibility and Influences on Corporate Ethics, which also will help to meet the division's goal of public service. The panel will focus on issues surrounding the actions of people in business and in particular the role of public relations and corporate social responsibility in affecting behaviors and company reputation. **Hugh Martin** of Georgia organized the MME portion of the panel.



PF&R continued

MME is working with both the Law and Scholastic Journalism Divisions to present a panel session on "Student Press Freedom after *Hosty v. Carter*," which will focus on new challenges facing student newspapers. Non-member panelists include: **Mark Goodman** of the Student Press Law Center, Arlington, Va., and **Richard Goehler**, an attorney with Frost Brown Todd, Cincinnati. **Cindy Price** of Wyoming proposed the original MME panel.

The division is sponsoring a panel discussion about management of media organizations, which will bring together experienced media managers to discuss the impact of pressures facing management today and how leaders are being trained and selected in the face of the new landscape. **Peter Gade** of Oklahoma was instrumental in formulating the panel and will act as moderator. Panelists include: **Geneva Overholser**, Missouri, former ombudsman for the *Washington Post* and editor of the *Des Moines Register*; **Rick Rodriguez**, editor, *Sacramento Bee*, and 2005 president of the American Society of Newspaper Editors; **Dan Rosenheim**, news director of KPIX-TV, the CBS affiliate in San Francisco and former managing editor of the *San Francisco Chronicle*; and **Paul Dinovitz**, vice president and Western director of the Hearst Foundations and former president and general manager of KRON-TV, San Francisco.

Out of Convention Activities

The division hosted the AEJMC Midwinter Conference at Bowling Green State University, PF&R was prominently featured in the plenary sessions. A panel entitled, "Media Convergence and Media Management: A Case in Northwest Ohio – The Block Communications Group" featured four professionals from Ohio media outlets who discussed various aspects of the impact of technology on communication media, including newspapers, cable outlets and telecommunications. **Louisa Ha**, Bowling Green, was moderator and brought together the session as well as arranged for the meeting to be held at her university. Panelists included: **Chip Carstensen**, president and general manager of Buckeye CableSystem; **Kurt Franck**, vice-president and editor of *The Toledo Blade*; **Joseph Zerbey IV**, vice president and general manager, *The Toledo Blade*; and **John Martin**, vice president-sales, Buckeye Telesystem. Another plenary session at the midwinter meeting also related closely to PF&R issues by focusing on the changing environment for community journalism. **Catherine Cassara**, Bowling Green State University, was moderator for the panel, which included the following: **Chris Waddle**, Knight Community Journalism Fel-

low - University of Alabama; **Alvin Cross**, director, Institute for Rural Journalism and Community Issues, University of Kentucky; **Lou Hebert**, assistant news director, WTOL-TV, Toledo; **Jan Larson**, Wood County Editor, *Sentinel-Tribune*, Bowling Green, Ohio; **George Daniels**, University of Alabama; and **Gracie Lawson-Borders**, Kent State University.

Goals:

MME officers actively worked to develop strong convention proposals, with a balance of PF&R, Teaching and Research. With four workshops/sessions dealing with PF&R issues, the division maintained its focus from previous years. In addition, the division took a major step in recruiting graduate students to be involved in its work; including new and emerging scholars in the work of the division will help to increase public service and to bring increased awareness to the division's subject areas, in particular the changing media environment where new scholars will be participating. The division continued to actively seek participation from international members.

The division's newsletter, the *MME Record* published one article seeking books for scholars in developing nations and presenting the opportunity to share international experiences via the Internet with member Greg Pitts of Bradley University, who spent part of the spring as a Fulbright Scholar in Montenegro.

The division has also set as a 2006-07 goal to begin a discussion to create a named award for PF&R that would go to an individual who makes significant contributions to public advocacy, media responsibility, management ethics, public interest or other relevant areas through his or her research or service activities.



See you in San Francisco!