
MIME Record

AEJMC

Media Management and Economics Division

Summer, 2007

Number 54

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2007 Convention Information

Plan your trip to Washington with detailed information, and research paper information all starting on page four.



Annual Report

According to AEJMC policy, “Each division and interest group head is responsible for filing an annual report with the AEJMC Central Office by June 15 each year. In 2004 AEJMC began an assessment process, which involves division/IG officers, two officers of the council of divisions and one member from each of our three elected standing committees. Each division and interest group will go through the assessment process once every five years, using the reports filed annually. The process will also include a face-to-face meeting during the AEJMC convention.”

Traditionally, the division has used this summer newsletter to publish the report to our membership. The annual report starts on page ten.

**MME Members Meeting
AEJMC 2007
Room 183
Friday, August 10
6:45 to 8:15 PM**

**Registration Deadline Extended
for Off-site Featuring Newspaper Industry's
Blueprint for Transformation**

Special Event Requires Advance Registration

Results of a \$2.5 million effort to help newspapers transition from print to digital publication will be available during an off-site event at this year's convention.

Newspaper Next gives newspaper publishers management tools for responding to technologies that disrupt the newspaper business. The off-site features a 90-minute version of this workshop developed just for industry associations. The workshop will be presented without charge at the American Press Institute, which coordinates the Newspaper Next project (www.newspapernext.org/)

Newspaper Next focuses on finding new audiences and advertisers in a digital age. The workshop will interest AEJMC members who study or teach about management, newspapers, or disruptive technologies.

The off-site is scheduled Thursday, Aug. 9, from 10 a.m. to 1:30 p.m. This includes travel time to the American Press Institute in Reston, Va.

The only charge is for round-trip transportation from the convention hotel at a cost of \$18 per person. Participants must bring their own food or refreshments.

The event is co-sponsored by the Media Management & Economics and Newspaper Divisions. Space is limited, and advance payment is required.

Registration forms are due as soon as possible, but no later than July 30. Mail the completed form and a check to the address on the form:

Amount due: \$18

**BEA Announces 2007 Case Study Seminar
"The Digital Transition:
Monetizing the Spectrum."**

Are you interested in learning more about the digital transition? Do you have the knowledge it takes to come up with a strategic plan for broadcasters planning for February 17, 2009? Participate in the October 12-14 case study based seminar in Washington, DC and find out. Congratulations to Alan Albarran, The University of North Texas, on creating the winning case study.

Nielsen Announces a Classroom Product.

Nielsen Scholastic Services has announced TV Media Measurement (TVM2) package. The newly introduced package contains sample reports and information about Nielsen's TV Audience Measurement programs and services.

The package includes: an introduction to basic terminology, an explanation of what TV ratings really mean, and information on Local Market Universe Estimates, NSI Metered Market Lists, and Cable Network Measurement Schedules. The educator's edition contains questions/answers designed for classroom discussion, a wall chart of the DMA map, a CD with 2 eLearning tutorials, and real data for use in the classroom. Using the educator's package in conjunction with the student edition, professors can customize their course with accurate and relevant information from the Nielsen Company.

The company is currently taking orders for Fall 2007. The educator's package is free with a signed commitment to use the student edition as part of the course materials. Inquiries for additional information or an electronic preview version should be addressed to Nielsen Scholastic Services at niensenscholastics@nielsen.com.

Paper Calls

Journal of Global Mass Communication

Special Issue
Comparing Media Systems Reconsidered

Guest Editor:
Thomas Hanitzsch, University of Zurich
th.hanitzsch@ipmz.uzh.ch

Submission deadline: 1 January 2008

The study and comparison of media systems is a large and growing area of research. In more than fifty years, since the Four Theories of the Press paved the way for a new generation of researchers, scholars have sought to describe, compare and classify national media systems across cultures and over periods of time.

For this special issue, the *Journal of Global Mass Communication* seeks innovative research papers that focus on comparative media systems research. This includes articles from a historical and critical perspective, meta-analyses of existing research, as well as new empirical studies and work on theory building. All theoretical and empirical approaches are welcomed.

Editorial Information

The *Journal of Global Mass Communication* is a new journal (edited by Arnold De Beer of Stellenbosch University in South Africa) devoted to the analysis of mass communication in a global context. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals. Articles should be between 6,000 and 8,000 words, taking cognizance of the special issue's focus. All submissions should follow the APA style and be submitted in MS Word. U.S. English is to be used. Send all submissions to the Guest Editor Thomas Hanitzsch at th.hanitzsch@ipmz.uzh.ch. The journal aims for a turn-around review time of six weeks.

<http://www.marquettejournals.org/globalmasscommunication.html>

Multimedia and e-contents

**EUROPRIX Academic Network Conference
2007**

November 23 - 24
Graz, Austria

Scope of Call and Purpose of Conference

Multimedia and e-contents are a rapidly growing field of academic instruction and professional training ranging from creative design to innovative ICT applications. The EUROPRIX Academic Network Conference focuses on developments in teaching and learning the best use of the new technologies. Invited are for instance instructors in interactive media, art and design schools, professors from technical universities and ICT teachers from the applied sciences.

At the conference you will present your analyses on current trends in the industry and markets, new developments in demands from students and effects of teaching practices. The conference invites submissions that present scientific ideas and technological state-of-the-art inquiries, new techniques and teaching methods, successful cases in course developments, evaluation reports on teaching effects etc. The submitted papers will be peer-reviewed by the Program Committee.

For registrations, questions or further information please contact
Academic Network Secretariat:
Mrs. Jana Egger,
International Center for New Media, Austria,
Moosstrasse 43a, 5020 Salzburg, Austria,
Tel: +43 662 630408-35
Fax: +43 662 630408-22,
www.icnm.net | www.eadim.org

Detailed Schedule of events for MME division for AEJMC 2007

Thursday, August 9, 10 a.m. to 1 p.m.

Transforming Newspapers: An Industry Blueprint for Innovation MME and Newspaper Divisions Offsite Workshop:

Moderating/Presiding: Hugh Martin, Georgia
Newspaper Next provides as blueprint for the development of new business models that can revitalize the newspaper industry. The heart of this project, a workshop for publishers, will be presented for AEJMC members. The event at the American Press Institute features a special 90-minute version of the Newspaper Next workshop that was developed for professional associations. Newspaper Next is the result of a \$2.5 million, year-long project involving API, a consulting firm specializing in business innovations, and a task force of newspaper executives. Advance reservations are required for this event. However, a limited number of seats may still be available. The only charge is for round-trip transportation to the workshop. If you are interested, contact Hugh J. Martin at the convention hotel.

1:30 to 3 p.m.

The Future of News RT Journalism and MME Divisions PF&R Panel:

Moderating/Presiding: Robert Papper, Ball State
Panelists: Scott Bosley, executive director, ASNE; Barbara Cochran, executive director, RTNDA; Bob Garfield, host, "On the Media"; Tom Petner, Temple; Tom Rosenstiel, Project for Excellence in Journalism

3:15 to 4:45 p.m.

Mini-plenary PF&R Panel Session: The Media Democracy Agenda: A Discussion Featuring FCC Commissioners Michael J. Copps and Jonathan S. Adelstein, and former commissioner Harold Furchtgott-Roth: MME, Communication Technology, Law and Policy and Media Ethics Divisions and Entertainment Studies Interest Group
Moderating/Presiding: Barry D. Umansky, Ball State
Panelists: Michael J. Copps, Jonathan S. Adelstein, and Harold Furchtgott-Roth, FCC

Division Representatives: Justin Brown, Florida, Ron Leone, Stonehill, Beth Blanks Hindman, Washington State, Erik Ugland, Marquette, Jerry Condra, SUNY at Oswego

5 pm to 6:30 pm

Educating International Graduate Students: Opportunities and Challenges International Communication and Media Ethics Division Teaching Panel Session:

Moderating/Presiding: Wayne Wanta, Missouri-Columbia
Panelists: Sylvia Chan-Olmsted, Florida; Mark Massé, Ball State; Tayo Oyediji, Missouri-Columbia; Cathy Packer, North Carolina at Chapel Hill; Kyu Ho Youm, Oregon

Friday, August 10: 8:15 am to 9:45 am

Radio News: An Oxymoron? An Endangered Species? MME and Radio-Television Journalism Divisions PF&R Panel Session:

Moderating/Presiding: Jim Eggensberger, Iona
Panelists: Mike Miller, news director, WBAL-AM, Baltimore; Jerry Condra, SUNY Oswego; Peggy Girshman, managing editor, Newsroom of the Future Project, National Public Radio; Jim Farley, vice president, News and Programming, WTOP, Washington, DC; Jessica Benbow, press relations, Arbitron

11:45 am to 1:15 pm

Numbers in the Newsroom: How Newspaper Ownership Changes Have Affected News Coverage and Editorial Independence. Newspaper and MME Divisions PF&R Panel Session:

Moderating/Presiding: Hugh Martin, Georgia
Panelists: Nathan Alford, editor and publisher, Moscow-Pullman Daily News, Moscow, ID; Rick Edmonds, media business analyst, The Poynter Institute, St. Petersburg, FL; Marilyn Thompson, national investigative editor, The Los Angeles Times, Washington, DC; Jay Harris, Wallis Annenberg Chair in Journalism and Democracy, University of Southern California; Jeffrey Johnson, former publisher, Los Angeles Times.

3:15 pm to 4:45 pm

Managing Academic Careers and Balancing Family Life: Testimonials From Productive Female Scholars. Media Management and Economics Division and Commission on the Status of Women Research Panel Session:

Moderating/Presiding: Tamara Baldwin, Southeast Missouri State
Panelists: Laurie Thomas Lee, Nebraska-Lincoln; Louisa Ha, Bowling Green State; Berrin A. Beasley, North Florida; Karie Hollerbach, Southeast Missouri State

<p>MME Members Meeting Room 183 Friday, August 10 6:45 to 8:15 PM</p>

Detailed Schedule Continued

Saturday, August 11,

1:45 pm to 3:15 pm

Publishing in a Journal: It's Not Just J&MCQ

MME and Magazine Divisions Research Panel:

Moderating/Presiding: Hugh Martin, Georgia, Panelists: Stephen Lacy, editor, Journal of Media Economics; Ann Hollifield, associate editor, International Journal on Media Management; David Sumner, managing editor, Journal of Magazine and New Media Research; Jay Black, editor, Journal of Mass Media Ethics; Paul Lester, incoming editor, Visual Communication Quarterly

3:30 pm to 5 pm

What Do Today's Print Readers Want? Magazine and Media Management and Economics Divisions PF&R Panel Session:

Moderating/Presiding: Gerald Grow, Florida A&M, Panelists: Steve Buttry, director, Tailored Programs, American Press Institute; Clyde Bentley, Missouri; Sammie Johnson, Trinity; Bev Merrick, Nebraska Kearney; Larry Stains, Temple

Sunday, August 12

8:15 am to 9:45 am

Neutral or Not: Will Unfettered Broadband Content and Services Prevail in the Future of the Internet? Communication Technology and MME Divisions PF&R Panel Session:

Moderating/Presiding: Justin Brown, University of Florida, Panelists: Jim Eggenberger, Iona College; Bill Herman, University of Pennsylvania; James L. Gattuso, Heritage Foundation; Robert McChesney, University of Illinois at Urbana-Champaign / Free Press; Shawn McIntosh, Columbia University

1:30 pm to 3 pm

The Growing Role of Teams and Collaboration in Online News Media Practice MME and Newspaper Divisions PF&R Panel Session:

Moderating/Presiding: Leslie-Jean Thornton, Arizona State, Panelists: Jennifer Carroll, vice president, New Media Content, Gannett Corp.; John Jackson, online editor, Roanoke.com; Ron Fournier, online political editor, AP Multimedia; Christina Pino-Marino, multimedia journalist, WashingtonPost.com; Thomas Kennedy, managing editor/multimedia, WashingtonPost.Newsweek Interactive



Visiting Washington, DC

From its celebrated symbols of patriotism to its undiscovered neighborhoods, the sights and sounds of the nation's capital inspire millions of visitors every year. Beyond Washington DC's most familiar vistas, the capital city unwinds into a lively urban center. Casual cafes and upscale bistros line the trendy streets of Georgetown, while the downtown district sizzles with a host of new restaurants. Spontaneous Jazz notes tumble out the windows of U Street's nightclubs, while world-class performers take the stage at the highly acclaimed Kennedy Center. Kayakers tackle the Potomac River as it winds past the elegant marble tributes to America's great leaders.

Never before has Washington, DC provided so much to do in so many places—and at such an appropriate time. Culture, heritage, nationally-acclaimed theater, FREE musical concerts, festivals, world-renowned shopping and—oh, yes—all the inspiring monuments and museums you expect, offer ideal touring choices. The list of performances is constantly changing in Washington, DC, thanks to an active cultural community and special exhibits spanning the arts, history and science. Not only are Washington, DC's sightseeing options vast in number, nearly all of them offer free admission.

Prepare for your trip to city with information from the The Washington, DC Convention & Tourism Corporation at: <http://www.Washington.org>

Refereed Convention Papers 2007

Abstracts available at: <http://aejmc.org/events/convention/abstracts/2007/mme.php>

Innovation Management and U.S. Weekly Newspaper Web Sites: An Examination of Newspaper Managers and Emerging Technology • Jennifer Wood Adams, Auburn University •

Content Differences Between Publicly Held and Privately Held Newspapers • Randal Beam, University of Washington •

When English Will Not Do: Non-Substitutability of Advertising for Foreign Language Television Advertisers in the U.S. • Amy Jo Coffey, University of Florida •

Coverage and Editorial Framing of the FCC's 2003 Relaxation of Media Ownership Rules: A Comparison of the Cross-Owners and the Print Purists • Rita Colistra, University of North Carolina •

Media Entrepreneurship: Missionaries And Merchants • Anne Hoag and Ben Compaine, Penn State University •

Real Business And Real Competition In the Unreal World • J. Sonia Huang, University of Texas at Austin •

Multitasking And Audience Economics: Quality Of Exposure For Audio Media, Television, And The Internet Audiences • Se-Hoon Jeong, University of Pennsylvania •

What New York Times Co. v. Tasini Teaches Newspaper Managers And Freelancers About Cooperation: An Economic Analysis Of How To Resolve The "Prisoner's Dilemma" In Copyright Transactions for U.S. Newspapers • Kevin Kemper, University of Arizona •

The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors • Sangwon Lee, Sylvia Chan-Olmsted and Heejung Kim, University of Florida

The Emergence of Mobile Virtual Network Operators: An Examination of the Strategy and Success Factors in the Global MVNO Market • Sangwon Lee, Sylvia Chan-Olmsted and Hsiao-Hui Ho, University of Florida •

Framing Newsroom Culture: A Metaphor Analysis Of The Media Reporting On The Jack Kelley Scandal at USA Today • Sarah Ling Wei Lee, Western Michigan University •

Determinants of Cable System Diversification into Pay-per-view, High-speed Internet Access, and Telephony • Fang Liu, University of North Texas •

Predictors Of The Video Window And Financial Performance Of Motion Pictures In The Home Video Market • Fang Liu, University of North Texas •

News Need Marketing Management Model: An Explorative Study • Tayo Oyedeji and Esther Thorson, University of Missouri-Columbia •

Capital and Control: Consequences of Different Forms of Newspaper Ownership • Robert Picard and Aldo van Weezel, Jönköping International Business School, Sweden •

Acculturation and Media Preference: Exploring the Popularity of English-Language Television Programs among Latino Audiences in the U.S. Paola • Prado and Walter McDowell, University of Miami •

Beyond Satisfaction: Journalists Doubt Career Intentions As Organizational Support Diminishes And Job Satisfaction Declines • Scott Reinardy, Ball State University •

Determinants of Motion Picture Piracy: A Cross-Country Examination • Cunfang Ren, University of Georgia •

Blogging from the Labor Perspective: Lessons for Media Managers • Brad Schultz and Mary Lou Sheffer, University of Mississippi •

Cable Consolidation and Deployment of Advanced Broadband Service • Sangho Seo, Konkuk University, Korea •

Microeconomic Factors Influencing The Online Distribution Of News: A Theoretical Approach • Stephen Siff, Ohio University •

A Competency Framework To Improve Management In South Africa's Mainstream Media Newsrooms • Elanie Steyn and Derik Steyn, North-West University, South Africa •

Self-Management As A Managerial Competency: Differences Between Media And Ownership Types In South African Mainstream Media • Elanie Steyn and Derik Steyn, North-West University, South Africa •

Media Management & Economics Division
AEJMC 2007 Refereed Research Panels and Poster Sessions

Friday, Aug. 10, 2007
1:30 p.m. to 3:00 p.m.

Scholar to Scholar

- Framing Newsroom Culture: A Metaphor Analysis Of The Media Reporting On The Jack Kelley Scandal at USA Today, Sarah Ling Wei Lee, Western Michigan U.
- News Need Marketing Management Model: An Explorative Study, Tayo Oyedeggi and Esther Thorson, U. of Missouri-Columbia.
- Beyond Satisfaction: Journalists Doubt Career Intentions As Organizational Support Diminishes And Job Satisfaction Declines, Scott Reinardy, Ball State U.
- A Competency Framework To Improve Management In South Africa's Mainstream Media Newsrooms, Elanie Steyn and Derik Steyn, North-West U., South Africa

Discussant: Pamela O'Brien, Bowie State U.

- Content Differences Between Publicly Held and Privately Held Newspapers, Randal Beam, U. of Washington
- The Emergence of Mobile Virtual Network Operators: An Examination of the Strategy and Success Factors in the Global MVNO Market, Sangwon Lee, Sylvia Chan-Olmsted and Hsiao-Hui Ho, U. of Florida
- Determinants of Cable System Diversification into Pay-per-view, High-speed Internet Access, and Telephony, Fang Liu, U. of North Texas

Discussant: Gregory D. Newton, Ohio U.

Friday, Aug. 10, 2007
5:00 p.m. to 6:30 p.m.

**When Self Interest and Public Interests Collide:
Consequences and Effects of Media Ownership**

Moderating: Stan Tickton, Norfolk State U.

- Coverage and Editorial Framing of the FCC 's 2003 Relaxation of Media Ownership Rules: A Comparison of the Cross-Owners and the Print Purists*, Rita Colistra , U. of North Carolina
- Capital and Control: Consequences of Different Forms of Newspaper Ownership**, Robert Picard and Aldo van Weezel , Jönköping International Business School, Sweden
- Cable Consolidation and Deployment of Advanced Broadband Service, Sangho Seo, Konkuk U., Korea
- Self-Management As A Managerial Competency: Differences Between Media And Ownership Types In South African Mainstream Media, Elanie Steyn and Derik Steyn, North-West U., South Africa

Discussant: C. Ann Hollifield, U. of Georgia

* Second-Place Student Paper

** First-Place Faculty Paper



Media Management & Economics Division
AEJMC 2007 Refereed Research Panels and Poster Sessions

Saturday, Aug. 11, 2007

5:15 p.m. to 6:45 p.m.

New Wine in Old Bottles: Challenging Received Wisdom About Audiences, Advertisers and Managers

Moderating: Nikhil Moro, Central Michigan U.

- When English Will Not Do: Non-Substitutability of Advertising for Foreign Language Television Advertisers in the U.S., Amy Jo Coffey, U. of Florida
- Media Entrepreneurship: Missionaries And Merchants, Anne Hoag, Penn State U. and Ben Compaine, Northeastern U.
- What New York Times Co. v. Tasini Teaches Newspaper Managers And Freelancers About Cooperation: An Economic Analysis Of How To Resolve The "Prisoner's Dilemma" In Copyright Transactions for U.S. Newspapers, Kevin Kemper, U. of Arizona
- Acculturation and Media Preference: Exploring the Popularity of English-Language Television Programs among Latino Audiences in the U.S, Paola Prado and Walter McDowell, U. of Miami

Discussant: Peter Gade, U. of Oklahoma

Sunday, Aug. 12, 2007

10:00 a.m. to 11:30 a.m.

Legal and Illegal Audience and Firm Behavior in a Multi-MediaWorld

Moderating: Karin Puehringer, U. of Zurich

- Multitasking And Audience Economics: Quality Of Exposure For Audio Media, Television, And The Internet Audiences, Se-Hoon Jeong, U. of Pennsylvania
- The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors*, Sangwon Lee, Sylvia Chan-Olmsted and Heejung Kim, U. of Florida
- Predictors Of The Video Window and Financial Performance of Motion Pictures in the Home Video Market, Fang Liu, U. of North Texas, Determinants of Motion Picture Piracy: A Cross-Country Examination**, Cunfang Ren, U. of Georgia

Discussant: Ben Bates, U. of Tennessee

*Second-Place Faculty Paper

** First-Place Student Paper

Sunday, Aug. 12, 2007

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

Building Better Blogs, Better Web Sites, and Better (Virtual) Nude Beaches: Some Suggestions for Managing the Online World

Moderating: Seema Shrikhande, Oglethorpe U.

- Innovation Management and U.S. Weekly Newspaper Web Sites: An Examination of Newspaper Managers and Emerging Technology, Jennifer Wood Adams, Auburn U.
- Real Business And Real Competition In the Unreal World, J. Sonia Huang, U. of Texas at Austin
- Blogging from the Labor Perspective: Lessons for Media Managers*, Brad Schultz and Mary Lou Sheffer, U. of Mississippi
- Microeconomic Factors Influencing The Online Distribution Of News: A Theoretical Approach**, Stephen Siff, Ohio U.

Discussant: Gracie Lawson-Borders, U. of Wyoming

* Third-Place Faculty Paper

**Third-Place Student Paper



MME Division 2007 Schedule at a Glance

Thursday, August 9,

10 a.m. to 1 p.m., Offsite Workshop Session:
**Transforming Newspapers: An Industry
Blueprint for Innovation**

1:30 to 3 p.m. PF&R Panel Session: **The Future
of News**

3:15 to 4:45 p.m. Mini-plenary PF&R Panel Ses-
sion: **The Media Democracy Agenda: A
Discussion Featuring FCC Commis-
sioners Michael J. Copps and Jonathan S.
Adelstein, and former commissioner
Harold Furchtgott-Roth**

5 pm to 6:30 pm Teaching Panel Session: **Edu-
cating International Graduate Students:
Opportunities and Challenges**

Friday, August 10

8:15 am to 9:45 am Divisions PF&R Panel Ses-
sion: **Radio News: An Oxymoron? An
Endangered Species?**

11:45 am to 1:15 pm PF&R Panel Session:
**Numbers in the Newsroom: How News-
paper Ownership Changes Have Af-
fected News Coverage and Editorial
Independence**

1:30 p.m. to 3:00 p.m. **Scholar to Scholar
Refereed Papers**

3:15 pm to 4:45 pm Research Panel Session:
**Managing Academic Careers and Bal-
ancing Family Life: Testimonials From
Productive Female Scholars**

5:00 p.m. to 6:30 p.m. Refereed Paper Session:
**When Self Interest and Public Interests
Collide: Consequences and Effects of
Media Ownership**

6:45 pm to 8:15 pm **Member Meeting**

Saturday, August 11,

1:45 pm to 3:15 pm Divisions Research Panel
Session: **Publishing in a Journal: It's
Not Just J&MCQ**

3:30 pm to 5 pm PF&R Panel Session: **What Do
Today's Print Readers Want?**

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**New Wine in Old Bottles: Challenging
Received Wisdom About Audiences, Ad-
vertisers and Managers**

Sunday, August 12

8:15 am to 9:45 am Divisions PF&R Panel Ses-
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Broadband Content and Services Prevail
in the Future of the Internet?**

10:00 a.m. to 11:30 a.m. Refereed Paper Session:
**Legal and Illegal Audience and Firm
Behavior in a Multi-MediaWorld**

11:45 a.m. to 1:15 p.m. Refereed Paper Session:
**Building Better Blogs, Better Web Sites,
and Better (Virtual) Nude Beaches:
Some Suggestions for Managing the
Online World**

1:30 pm to 3 pm PF&R Panel Session: **The
Growing Role of Teams and Collabora-
tion in Online News Media Practice**

Media Management and Economics Division 2006-07 Annual Report to AEJMC

Executive Board

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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):	11	15	27	2	3	6	64
Amer. Indian or Alaska Native							
Asian	2	4	1	1		1	9
Black or African			2				2
American							
Hispanic/Latino							
International						1	1
Native Hawaiian or Pacific Islander							
White	9	11	24	1	3	4	52
Multi-Racial							
Female (total):	6	14	15	2	3	6	46
Amer. Indian or Alaska Native							
Asian	2	3	2	1			8
Black or African American		2			1		3
Hispanic/Latino			1				1
International	1						1
Native Hawaiian or Pacific Islander							
White	3	9	12	1	2	6	33
Multi-Racial							
Did not report:							
Total:	17	29	42	4	6	12	110

*Only data on mid-winter paper judges were collected

3. Weighting division's activities

Approximate weighting for the 2006-07 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.

4. 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 participa-

tion, 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

5. 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.

6. 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.

7. 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.

8. 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%

9. 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.

10. Convention activities related to research.

Refereed Convention paper sessions

Title: Branding the Media: Analyzing Television Networks' Personality and Ratings

Presiding/Moderating: Ken Killebrew, University of Southern Florida

Discussant: Mike Wirth, Tennessee

Time: Wednesday, August 2, 5:00 pm to 6:30 pm

- Branding Television News in a Multichannel Environment: An Examination of Network News Brand Personality, Antecedents, and Effects – Sylvia M. Chan-Olmsted and Jiyoung Cha, University of Florida
- The Effect of Audiences' Ideological Views on the Consumer-Based Brand Equity of CNN, Fox News, and MSNBC – Tayo Oyedemi, University of Missouri-Columbia, *Second Place Student Paper*
- Applying an Episodic Analysis Technique to Long-Term Ratings Data: A Case Study of Three Cable Network Brands – Steven J. Dick, Modern Media Barn and 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 and Susan T. Eastman, Indiana University

Scholar-to-Scholar Session

Discussant 1: Bozena Mierzejewska, University of St. Gallen

Discussant 2: Marianne Barrett, Arizona State University

Time: Thursday, August 3, 1:30pm to 3:00pm

- 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 – Sang-Mi Lee and Jennifer L. Lemanski, University of Florida, *Third Place Student Paper*
- 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

Title: The Reality of Regulation: Policy Issues in Telecommunications, Cable, and Newspaper

Presiding/Moderating: Stan Tickton, Norfolk State University

Discussant: Philip M. Napoli, Fordham University

Time: Friday, August 4, 8:15 am to 9:45 am

- The Deregulatory Effects of the Telecommunications Act of 1996 on the Broadcasting Industry: Expectations vs. Reality – Yong Cao, Southern Illinois University Carbondale, *Second Place Faculty Paper*
- 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 and 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

Title: Managing the Press: Newspaper Editors Evaluate Opportunities and Threats

Presiding/Moderating: Ann Jabro, Robert Morris University

Discussant: Karin Puehringer, University of Zurich

Time: Friday, August 4, 5:00 pm to 6:30 pm

- Value Systems and Decision-Making Styles of Newspaper Editors – George Sylvie and J. Sonia Huang, The University of Texas at Austin, *Top Faculty Paper*
- 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 Turn-over Intentions: A Cross-Cultural Study – Li-jing Arthur Chang, Jackson State University

Title: From Rupert Murdoch to the Oxygen Network: Diversity in the Cable and Satellite Industry around the World

Presiding/Moderating: Jerry Condra, State University of New York - Oswego

Discussant: Krishna Jayakar, Pennsylvania State University

Time: Friday, August 4, 6:45 pm to 8:15 pm

- Diversity in the Korean Cable Industry: Trends in Ownership Concentration and Program Content Diversity – Siho Nam, University of North Florida, *Third Place Faculty Paper*
- 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, *First Place Student Paper*
- 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

11. 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).

12. Research/Summary

Unfortunately, the Division was unable to increase submissions for the paper competition in 2006. In fact, the number decreased from 44 to 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 in 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

13. 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 deci-

sion 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.

14) 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.

15) 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 management 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

16.) 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.

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 Okla-

homa 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.

17.) 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 Fellow - 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.

18.) 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.

19) General information

Please note the following attachments:

- Fall 2005, Winter 2006 newsletters
- research paper judging sheet
- Midwinter meeting schedule
- Midwinter meeting evaluation report