
MME Record

Newsletter of the Media Management and Economics Division of AEJMC

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2004 convention preview

By Marianne Barrett

The Media Management and Economics Division has a terrific schedule planned for the AEJMC Toronto convention, Aug. 4-7. In addition to four refereed research paper sessions, the division will also have an opportunity for members to present their work in a Scholar-to-Scholar setting on Thursday, August 5. The division was fortunate this year to have more than fifteen outstanding panel proposals submitted, and through co-sponsorships with other divisions, including Radio-TV Journalism, International, Mass Communication & Society and Communication Technology & Policy, was able to incorporate a number of them into the program.

One of the co-sponsored panels is a mini-plenary on which MME is taking the lead. The panel, "Convergence Comes to Canada: Lessons From North of the Border," is being organized by Jerry Condra and will be on Wednesday, August 4, from 3:15-4:30 p.m. The division's partners on the mini-plenary are RTVJ, International, and Comm Tech & Policy.

Besides its co-sponsored sessions, the division is also presenting "Culture Clash: Challenges for Converged Newsrooms," which is being organized by Leslie-Jean Thornton and Jim Eggensberger, and for the third year in a row will be offering a free pre-convention workshop on audience research on Tuesday, August 3. The workshop is being coordinated by Louisa Ha of Bowling Green State University and Gary Corbett, Vice-President of Research for Post-Newsweek.

The schedule of MME sessions is on Page 2. We're excited about Toronto and hope you'll plan to join us there for the pre-convention workshop, the members meeting and all of the sessions.

MME Record



Management course dialogue sparked at Kansas City convention to continue at BEA, NCTA

By Jerry Condra

A dialogue about the "wide latitude of opinion on what constitutes a so-called core curriculum" in the field of management and telecommunication courses introduced at an MME panel last year will continue at this year's BEA and NCTA conventions. A paper by Richard Gershon of Western Michigan University, "Media and Telecommunications Management: Finding Common Ground Between Curricular Approaches," proposed the establishment of "a task force of media and communications management educators to explore teaching strategies and curriculum issues particular to this field". He proposed "bringing together 40 well-respected educators from a variety of educational institutions for the express purpose of designing a basic curriculum plan." He also proposed a development of a "marketing strategy to achieve greater coherence among the nation's media management and telecommunications programs."

See dialogue – Page 3

Don't forget our mid-winter conference

*Rutgers University
New Brunswick, NJ
Feb. 27-29*

This regional mid-winter conference is co-sponsored by Communication Technology & Policy, Media Management and Economics, and Visual Communication divisions, and the Civic Journalism, Entertainment Studies and Science Communication interest groups. The hotel reservation deadline is **Feb. 4**. Deadline for early registration is **Feb. 13**.

Information about the conference, including panels and paper sessions, can be found at: <http://www.scils.rutgers.edu/jri/aejmcmw2004>

Other conferences

Southeast Colloquium: Media Convergence
March 3-6, 2004, University of South Florida, Tampa, Florida
<http://hometown.aol.com/flanagan960/colloquium/index.html>

American Academy of Advertising, Baton Rouge, LA
<http://advertising.utexas.edu/AAA>, , March 25-28, 2004

Association for Consumer Research , Portland, Ore
<http://www.acrweb.org>, , October 7-10, 2004

Broadcast Education Association, Las Vegas
<http://www.beaweb.org>, , April 16-18, 2004

National Cable Telecommunications Association, New Orleans, LA <http://www.ncta.com>, , May 2-5, 2004

National Communication Association, Feb, 6, 2004, Chicago, IL <http://www.natcom.org>, , Nov. 11-15, 2004

MME Division Toronto Convention Sessions

<u>Day/Date</u>	<u>Time</u>	<u>Panel</u>
Tues/8/3	8 a.m.-5 p.m.	Pre-convention Audience Research Workshop
Wed/8/4	10:00 -11:30 a.m.	MME Refereed Research
Wed/8/4	11:45 a.m.-1:15 p.m.	MME Refereed Research "Mass Marketing NOT!"
Wed/8/4	1:30-3:00 p.m.	Co-sponsored with Council of Affiliates Mini-Plenary " Convergence Comes to Canada: Lessons From North of the Border"
Wed/8/4	3:15-4:30 p.m.	Co-sponsored with RTVJ, International and Comm Tech & Policy
Thurs8/5	8:15-9:45 a.m.	MME Refereed Research "Strengths and Weaknesses of Various Research Tools"
Thurs8/5	11:45 a.m.-1:15 p.m.	Co-sponsored with Graduate Education Interest Group
Thurs8/5	1:30-3:00 p.m.	Scholar-to-Scholar
Thurs8/5	3:15-4:45 p.m.	"Culture Clash: Challenges for Converged Newsrooms" "Mergers and Acquisitions in Four Media Industries: Findings from the MME Bibliography Project"
Thurs8/5	5:00-6:30 p.m.	Co-sponsored with Council of Affiliates--
Thurs8/5	6:45-8:15 p.m.	MME Members Meeting
Fri8/6	7:00-8:00 a.m.	MME Executive Board Meeting
Fri8/6	3:15-4:45 p.m.	MME Refereed Research "Trends in Research on the Political Economy of Media"
Fri8/6	5:00-6:30 p.m.	Co-sponsored with Mass Comm & Society "Technology and Health Communication"
Fri8/6	6:45-8:15 p.m.	Co-sponsored with Comm Tech & Policy "Viewing the Audience"
Sat8/7	10:00-11:45 a.m.	Co-sponsored with RTVJ "Ethical Implications of Concentration" co-sponsored with
Sat8/7	3:15-4:45 p.m.	Mass Comm & Society

Dialogue continues on curriculum

Continued from page 1

He contends that the “lack of pedagogical consistency is confusing to the general public; is confusing to potential employers and HR officials; runs the risk of becoming marginalized ... by university programs in fields such as business; and undermines the advancement of our field both as educators and scholars.”

Gershon will moderate a BEA panel that he says “represents the second phase of a two-year initiative.” Panelists will include Alan Albarran of the University of North Texas, Greg Newton of Ohio University, Marianne Barrett of Arizona State University, and Max Grubb of Southern Illinois University. Dialogue will begin with how the panelists’ management courses fit into their department’s larger curriculum; basic issues covered in their courses; philosophies that guide the panelists teaching; and special projects and papers that highlight their courses.

The BEA panel is tentatively scheduled for 3-4:15 p.m. on Saturday, April 17. The MME Teaching Committee proposed a panel on this topic to the BEA Management and Sales Division. Gershon said that another panel is planned for the Magness Institute Academic Seminar at the annual convention of the National Cable and Telecommunications Association to be held at New Orleans on May 2-5.

Initial reactions from scholars on the issue are interesting. Here are three:

“In terms of media management, we are at a crossroads (we’ve probably been at this same intersection for a long time) and these panel discussions will definitely spotlight the directions for change in the mass communication curriculum. Convergence and consolidation are creating new management models across industries; and we have a window of opportunity to advance scholarship about media management and media industries into both the classroom and the industry. Personally, I’m looking

forward to listening and participating in these discussions.”

- Todd Chambers, Texas Tech University

“These concerns have been kicking around for more than a dozen years. My own attempt to stake out a domain for media managements studies, distinctly separate from b-school courses, was precipitated by comments made by James Webster as he responded to the M&S papers at the 1990 BEA. See Ferguson, D. A. (1997). ‘The domain of inquiry is for media management researchers.’ *Media Management Review*, 1, 177-184. [Charles Warner, Ed., Mahwah, NJ: Lawrence Erlbaum].”

- Doug Ferguson, College of Charleston

“I think it is important to realize that industry professionals are as frustrated as academics in attempting to get a handle on the complexities of contemporary media management. The intermingled factors of technological convergence and business consolidation challenge many long-standing management principles and practices. Decades ago, Marshall McLuhan saw this coming when he stated that

Our electronically configured world has forced us to move from the habit of data classification to the mode of pattern recognition. We can no longer build serially, block by block, step by step, because instant communication insures that all factors of the environment and of experience coexist in a state of active interplay.

“For teachers, the devil might not in the details of a new curriculum but rather, in the ‘block by block, step by step’ way most of us attempt to teach this material. Perhaps, our teaching methods should be as *nonlinear* as the industry we are trying to explain.”

- Walt McDowell, Miami University

The MME Teaching Committee is very interested in this issue and will continue to keep members informed of activities in this important area.

Resources around the Web

www.lsu.edu/jmconline

Baton Rouge, LA - Louisiana State University's Manship School of Mass Communication has announced a new website with information about existing online courses and degrees in journalism and mass communication. The website includes information from 37 colleges and universities that currently offer online courses and degrees.

For the study, two of the school's faculty members, Billy I. Ross (bilross@lsu.edu) and Nicole E. Smith (nsmith8@lsu.edu), surveyed more than 500 journalism and mass communication programs in the United States.

Dean John M. Hamilton said the school plans to inventory all the schools annually and update the listings on the website. Findings from the study will include trends and growth of online education in journalism and mass communication.

The study is supported by funding from the Manship School's Reilly Center for Media and Public Affairs.

MediaReform.net

Free Press is a national nonpartisan organization working to increase informed public participation in crucial media policy debates, and to generate policies that will produce a more competitive and public interest-oriented media system with a strong non-profit and noncommercial sector. This site contains significant resources with an anti-big media slant.

www.cablechannel.com/video.htm

The Cable Channel contains conference presentations and such on the cable industry. It is a great resource if you need to show a conference video in an Internet-capable classroom.

<http://www.smartbrief.com/ctam/>

SmartBrief from CTAM is a FREE daily e-mail newsletter. It provides the latest need-to-know news and industry information that maximizes your time. It consolidates news from several sources with links to the original story.

Special calls in MME

The Journal of Advertising

Special Issue on Advertising Media Audiences

The objective of the special issue is to contribute to an improved understanding of audiences as the central product in the economics of advertising-supported media.

Advertisers are buyers in an audience marketplace in which media firms function as the producers of audiences. The value of audiences varies for advertisers as different audience members have diverse propensities to purchase advertised brands. Understanding the economic and managerial dimensions of dealing with audiences will offer a new strategic lens for media, advertising, and media planning professionals, and it will help contextualize the relevance of more traditional types of advertising research on audience responses to ads and ad campaigns.

The value of media audiences to advertisers is the theme of this special issue, and the primary criterion for assessing fit with the special issue is whether the paper provides new insight into the value of media audiences for advertisers and value maximization strategies, approaches and technologies. Manuscripts are due by January 15, 2005. Steven S. Wildman, Editor, e-mail: swildman@msu.edu

JMM - The International Journal on Media Management

Traditional Media and the Internet: the Search for Viable Business Models

The call for a special issue has been extended until February 16. Guest Co-Editor: Sylvia Chan-Olmsted, University of Florida, USA. For details, check the website

<http://www.mediajournal.org/modules/issue/view.php?id=19>

For questions regarding the journal, the review process, or the submission of your paper: media.editors@netacademy.org

Please Post

**2004 AEJMC Call for Papers
Media Management and Economics Division**

The Media Management and Economics Division invites original research submissions to be considered for presentation at the annual AEJMC convention, to be held in Toronto, Ontario, Aug. 4-7. The MME Division will consider media management or media economics papers representing all theoretical points of view as well as methodological and analytical techniques. The MME Division awards prizes for top papers in both faculty and graduate student categories.

The division encourages paper submissions pertinent to media management and economics that include, but are not limited to, the following topics:

- Historical and legal issues;
- Innovation and technology;
- Government policy and regulation;
- Political economy;
- International and cross-cultural studies;
- Media sociology and organizational cultures;
- Teaching media management and economics.

Paper requirements: Follow the uniform AEJMC call for papers. Student papers compete for conference acceptance on an equal footing with faculty papers. See <http://www.aejmc.org/calls/04papercall.html>.

SEND ALL SUBMISSIONS TO: Dr. Peter Gade, Gaylord College of Journalism and Mass Communication, University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019-0270. Questions should be directed to Peter Gade at pgade@ou.edu or (405)325-5528.