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# MME *Record*

Newsletter of the Media Management and Economics Division of AEJMC.

Winter 2005

Number 47

## Looking Forward to San Antonio

By: Marianne Barrett, Arizona State  
Head, MME Division

Once again, the Media Management and Economics Division is planning a terrific program for the annual AEJMC Convention. Thanks to Vice-Head and Program Chair, Peter Gade and Vice-Program Chair, Krishna Jayakar, the division will be sponsoring or co-sponsoring seven panels, including a mini-plenary, in San Antonio this coming August. Among the topics to be presented are “Issues and Trends in Media Management Research” on which the division is the sole sponsor, “Meeting the Leaders of a Media Giant,” co-sponsored with



August 10 - 13, 2005, San Antonio, Texas

RTVJ, “Management Consulting Research as an Alternative Career,” co-sponsored with the Council of Affiliates and “Mergers, Acquisitions and Consolidation in Media Industries,” co-sponsored with the Law division. MME is the lead division on each of these panels. In addition to providing the division with the opportunity to interact with the leadership of other divisions and to draw some of their members to these sessions, the panels represent a cross-section of interests—Research, Teaching, and Professional Freedom and Responsibility. Kudos to all of the members of the executive board who suggested panels and took the time to evaluate each of the 20-plus proposals the division received.

## Resources for Teaching for the Field

By: Louisa Ha, Bowling Green  
Teaching Standards Chair.

As the teaching standards chair this year and the former organizer and participant of a couple of teaching/curriculum panels on media management, I would like to share my ideas of how the division can become a resource center for teaching and provide leadership in the teaching of media management and economics.

I did a survey for the division several years ago on the demand of a division-sponsored journal. One finding was that many of the division members have a research interest in media management and economics, but their universities did not offer courses in the area. This may indicate a barrier to the further development of the field without support of the administration. While the idea of a division-sponsored journal did not get majority support, there is still the void of organized teaching resources.

One major characteristic in the field of media management and economics is that it has a mixed identity and different home turfs in different universities and countries. Some universities house media management and economics in their communication or media studies programs, but some universities put the courses in the business school.

**Continued Page 3**

**Don't miss Peter Gade's preview  
of this summer's conference  
in San Antonio.  
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## New Option for Judges: Papers by e-mail

By Krishna Jayakar, Penn State  
Research Chair, MME Division

Paper competition judges for the 2005 AEJMC annual convention will have the option of receiving their papers either in paper version or electronically. Those opting for the paper versions will have the submissions snail-mailed to them soon after the paper deadline, following the practice in previous years. In the electronic option, judges will receive an e-mail with the papers and review form attached. They may return the review forms to the Research Chair by e-mail too.

For this process to work, all authors will need to submit electronic versions of their papers on diskette, as required by the AEJMC paper submission guidelines. These papers would be stripped of identifying information, such as title page, any headers or footers, and document 'properties', before being emailed to judges. Judges' comments to authors would also be handled the same way to preserve anonymity.

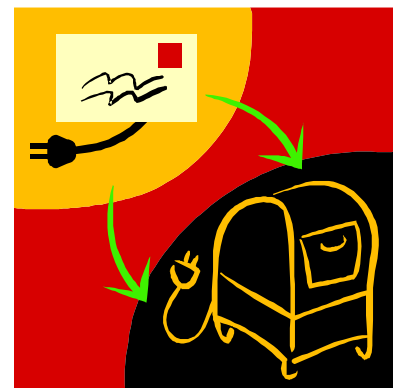
The advantage of using e-mail is that reviewers will receive the papers a few days sooner than they would by regular mail. This is a crucial saving because the total 'turnaround' time from submission to announcement of results is a little over a month. It will also save mailing expenses. The disadvantage is that judges would have to read the submissions on computer, or print them out to read. The choice whether to receive submissions in either format is entirely at the discretion of each judge. If you are a judge, please await an e-mail from the Research Chair to make your choice.

There has been a lot of interest among MME Division members about moving the paper review process online, as evidenced by a vigorous discussion on the MME Listserv. The topic was first raised by Michel Dupagne (Thanks, Michel), who proposed a software provided by a commercial vendor that would place paper submission, review and tabulation of results all at one website. A number of academic conferences have adopted such streamlined online systems, including ICA and NCA.

In spite of the obvious advantages of an online system, several members expressed concerns about the software including possible computer glitches, cost (\$500 per event) and privacy. The consensus among members seems to be to move towards online submission and review in incremental steps. There was also a preference for low cost alternatives to commercial software—for example, using e-mail for communication, while processing manually.

The decision to add an e-mail option for paper judges was taken keeping in mind all these opinions. In the future, it may be advisable to allow authors to submit papers by e-mail as well, further cutting down on time and expense. It was not possible to add this option this year, because both the MME call for papers and the AEJMC guidelines (already in press) say that email and fax submissions will not be acceptable.

The Division will be keenly observing how this first step in the transition to online submission and review works out this year. Depending on user feedback, the division could decide if or when to move to an online-only system. Please send your comments and suggestions to Research Chair, Krishna Jayakar at [kpjl@psu.edu](mailto:kpjl@psu.edu).



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## More Division News

By: Marianne Barret Arizona State

In addition to the “chip” auction, the Council of Divisions also met during the December winter meeting. One note of interest for MME is that the division will be one of several that will be required to submit a more comprehensive 2005 annual report that will include a detailed assessment of its research, teaching and professional freedom and responsibility activities. Each division is required to submit this type of report once every five years and the divisions are selected on a rotating basis.

The division continues to be in excellent financial shape and as of December 31, 2004 had a balance of just under \$4,000. One of the items that will be on the agenda for the August 2005 meeting is the type of actions that the division might undertake to better serve its members and to use its financial resources more effectively. These actions could be tied to MME’s goals of increasing outreach to and promotion of the division to international members and to increasing the number of papers submitted to the annual research paper competition.

At the August 2004 meeting one of the agenda items was a review of the ByLaws. To provide an opportunity for division members to examine the ByLaws and consider whether to revise them the decision was made to postpone the discussion. Over the next several months, I would like to begin that discussion on the listserv. You will find a copy of the ByLaws on page six. Take some time to review them and think about whether we need to update them, particularly with respect to the composition of the executive board.

As always, the division welcomes your participation, input and suggestions on what it can do to represent your interests.

## Teaching Resources

Continued from page one

My initial observation is that in the U.S., media management programs, especially at the graduate level, are more likely to be found in communication schools with a few exceptions such as Fordham, Northwestern, UCLA and New York. But in Europe, it is predominantly the business schools that are actively engaged in advanced studies in media management. How we can take advantage of the different strengths of each discipline in both teaching and research in the field is a challenging but promising task.

Another promising avenue is creating alliances with BEA’s Media Management and Sales Division to better represent ourselves to the media managers and executives in the industry.

The MME division, apart from organizing different teaching standards panels (BTW, I would like to take this space to advertise our “management consulting as an alternative career for graduate students in media management and economics” panel in the upcoming AEJMC conference in San Antonio), established the Sherman Teaching Award. I would first ask past Sherman Award winners (Richard Gershon, Sylvia Chan-Olmsted and Ann Hollifield) to write teaching tips and post them on the division web site as a resource for colleagues teaching media management and economics courses. Division members are also encouraged to post their own tips on various resources that can be used by other division members. Teaching tips can range from a specific assignment/case study that you prepared for your students, media management resource web site reviews, textbook reviews, career preparation, or ways to stimulate students’ interests in the field, etc. You can send them to me at [louisah@bgnet.bgsu.edu](mailto:louisah@bgnet.bgsu.edu) and I can consolidate them and give them to our great webmaster, Michel Dupagne, to update on a monthly or bimonthly basis. With knowledge accumulation and sharing, we can fulfill our role as an association of educators in media management and economics.



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## AEJMC in San Antonio

By Peter Gade  
Convention program chair

Arrive early, enjoy the conference, and have the last day free. This approach, at the least, will allow you to attend this year's MME program at the AEJMC convention in San Antonio, Aug. 9-13.

The MME convention program opens with a half-day pre-convention workshop Tuesday afternoon and closes Friday evening, leaving the last conference day open. Overall, the division is part of 13 convention sessions, including our own panel to highlight trends in MME research, six co-sponsored panels, four research paper sessions, a scholar-to-scholar research session, and the pre-convention workshop.

Our members' business meeting is 6:45 p.m., Thursday, Aug. 11. The executive committee will meet 7 a.m., Friday, Aug. 12.

Among the numerous excellent MME panels:—"Meeting the Leaders of a Media Giant." Clear Channel Communications President John Hogan and either CEO Mark Mays or CFO Randall Mays are committed to attending this session. Jerry Condra deserves special recognition for his efforts at organizing this session and gaining commitments from Clear Channel executives.

--"The Emerging Latino Media." This Mini-Plenary session will include a blue-ribbon panel of Latino journalists, scholars and authors to discuss the explosion of Latino media and Latino influence in the mainstream media.

--"Issues and Trends in Media Management Research." This MME sole-sponsored session highlights developing issues and questions being explored by some of the division's top, senior scholars.

Beyond these sessions, the division has put together a broad program, co-sponsoring sessions seven divisions and interest groups, including Council of Affiliates, Community Journalism, International Communication, Law, Mass Communi-

cation & Society, Newspaper and Radio-Television Journalism.

The strength of the program is related to the set of panel proposals that MME members and officers submitted in September. MME was fortunate to have 24 panel proposals for the conference, a 40 percent increase from a year earlier.

MME executive board members evaluated the 24 proposals in October. The top 10 proposals were submitted to AEJMC headquarters, which in November published a book of the top proposals from the organization's 17 divisions and 14 interest groups (255 panel proposals). This book became the basis by which co-sponsorships were formed, and the convention schedule was set during the mid-winter conference the first week of December in San Antonio.

As I write, panel organizers are working toward finalizing session content and panelists.

The abundance of strong panel proposals meant that some excellent panel ideas didn't make the convention program. Those of you who proposed panels that didn't make the program are encouraged to "revise and resubmit" next year.

**See detailed schedule on page 9.**



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## Online Teaching Resources

By: Louisa Ha, Bowling Green  
Teaching Standards Chair.

Many institutions have provided great resources on the Net for our use. I would like to highlight three of them.

 NetAcademy



### NetAcademy

<http://www.mediamanagement.org>

The NetAcademy is run by the Media Communication and Management Institute of the University of St. Gallen. It's more of a research resource than a teaching resource with the latest information on worldwide conferences related to media management. If you want to download latest working papers on various media management topics especially in Europe, it's a good resource. The listing of articles in the two journals published by the Institute (International Journal on Media Management and Electronic Markets) and research communities (Communication Management, Knowledge Media, Media Management and Emedia Design) are both good resources for graduate courses and graduate students.

#### From the MME Listserv

Michel Dupagne reports that the the FCC's 11th Annual MVPD Competition Report is finally available (151 pages).  
<http://www.fcc.gov/>



### Media Info Center

<http://www.mediainfocenter.org>

Run by the Media Management Center at Northwestern University, its home page features regular news update about each medium from more than 1,000 world-wide media industry and general interest publications. It also makes tracking of media stocks easy with the real-time listing of top 100 media companies. It also contains useful statistics, both industry specific and cross-media that can be used to compare revenues, market shares and other industry, market and demographic information. It also contains links to companion sites on media industries, organizations and audiences

**AEJMC** Media Management and Economics  
Division

### AEJMC MME Division's Resource Page

<http://www.miami.edu/mme/resources.htm>

Under the teaching resources section, you'll find the syllabi for various media management and economics courses contributed by division members. The research resources section contains many useful links that can be used both for teaching and research in media management. The case study resources section has several cases contributed by division members. The audience workshop section includes the presentations made by various industry professionals in the 2004 audience research workshop that can be very useful in audience research, promotion and sales classes.

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**Ratified By-laws**  
**Media Management and Economics**  
**Division of AEJMC**

**Article I- Name**

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

**Article- II- Object**

The object of this organization shall be to promote teaching, research, and public service activities in mass media management and economics.

**Article-III- Membership**

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

**Section 2.** Associate membership in the division may be granted, upon affirmative vote of the regular membership, to individuals who have made outstanding contributions to the objectives of the division.

**Article IV- Officers**

**Section 1.** The officers of this organization shall be a Head, a Head-elect, and a Secretary-Treasurer. The officers shall perform duties prescribed by these Bylaws and by the parliamentary authority adopted by this organization.

**Section 2.** Officers of the division shall be elected by ballot to serve for one year. Their term of office shall begin at the close of the annual AEJMC meeting at which they are elected, except that the Head-elect shall become Head after serving for one year as Head-elect.

**Article V- Meetings**

**Section 1.** The annual business 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 any other business that may arise.

**Section 2.** Special meetings of the division can be called by the head or the executive board and shall be called upon the written request of ten members of the division.

**Section 3.** 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 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 these Bylaws.

**Article VII- Committees**

**Section 1.** The Research Committee Chair shall be responsible for planning and coordination of division research activities.

**Section 2.** The Teaching Committee Chair shall be responsible for planning and coordination of division teaching activities.

**Section 3.** The Professional Freedom and Responsibility Committee Chair shall be responsible for planning and coordination of division activities related to issues of professional freedom and responsibility.

**Section 4.** The chairs of standing committees are appointed by the division head.

**Section 5.** Other special or ad hoc committees may be appointed by the head as the executive board shall from time to time deem necessary to carry on the work of the division.

**Article VIII- Parliamentary Authority**

The rules contained in *Robert's 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**

These Bylaws can be amended at any regular meeting of the division by a two-thirds vote of those present and voting, provided that the proposed amendment has been mailed to all members of the division no less than 25 days prior to the meeting.

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## Media Management and Economics Division

The Media Management and Economics Division invites original research paper submissions to be considered for presentation at the annual AEJMC convention, to be held in San Antonio, Texas, on August 10-13, 2005. The MME Division will consider papers on a broad variety of topics related to either media management or media economics, representing all theoretical points of view and analytical techniques. The MME Division awards prizes for the top papers in both faculty and graduate student divisions.

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 on an equal footing in MME paper competitions. E-mail and Fax submissions are NOT acceptable.

SEND ALL SUBMISSIONS TO: Dr. Krishna Jayakar, College of Communications, Penn State University, 304B James Building, State College, PA 16801. Questions should be directed to Dr. Krishna Jayakar at [kpj1@psu.edu](mailto:kpj1@psu.edu).



## Call for Paper Judges

The Media Management and Economics Division is seeking judges to review papers for the AEJMC annual convention in San Antonio, Texas, August 10-13, 2005

Papers for review will be mailed to you soon after the submission deadline on April 1. The number of papers will depend on the number of submissions we receive, as well as the number of judges—last year, we averaged 3.0 papers per judge, and I hope to maintain the same level. Papers are reviewed according to established criteria and your evaluations will be recorded on a standardized form. A point system is used to select the papers. Judges are urged to write critiques for the papers as well, because these are especially helpful to the authors. Several judges write very thorough critiques. You will have approximately three weeks to read and review the papers. The reviews must be completed and returned to research chair Krishna Jayakar by May 1.

According to Division policy, people who submit papers cannot serve as judges in the same division. If you are not sure whether you will be submitting a paper or not, please consider volunteering as a judge now (we can always remove your name from judging later, if you decide to submit a paper). Of course, judges for the MME division are not constrained from submitting papers in other divisions.

If you are able to serve as a judge, please complete the form at the Media Management and Economics Division website and mail it back to Krishna Jayakar, College of Communications, Penn State University, 304B James Building, State College, PA 16801, or fax to 814 863 8161.

Please feel free communicate this call for judges to colleagues who are experts in media management and economics, and are not currently members of the MME Division.

Krishna Jayakar  
2005 Paper Competition Chair

[kpj1@psu.edu](mailto:kpj1@psu.edu)

<http://www.miami.edu/mme/callforjudges.htm>

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## CFP on Media Management, EURAM 2005

The European Academy of Management EURAM 2005 Conference "Responsible Management in an Uncertain World" will include a session on media management and papers for that session are now being solicited. The conference will take place 4-7, May 2005, at Technische Universität München, Munich, Germany. More information about the conference is available at: <http://www.euram2005.de>

The conference track on media management seeks papers on significant issues and challenges relating to media firms, including papers relevant to the 2005 conference theme on topics such as reputation management in media firms; innovation, cross media activities, and maintenance of core values; ethical issues in marketing and promotion of media products; transparency and openness in corporate governance; and corporate responsibility and community involvement

Submissions should open a dialogue across theoretical, methodological and disciplinary boundaries, including co-creation with practitioners. The typical EURAM paper is about 20 pages (max. 7000 words). To encourage new and creative ideas we also invite work-in-progress papers, which can be 8-15 pages in length (max. 5000 words).

All papers must be submitted via the online paper handling and reviewing system, which is provided on the EURAM 2005 website. The track number of the media management session is 36e. Please follow the style guide available on the EURAM 2005 web site (<http://www.euram2005.de>).

Submissions of papers: 15 February 2005

Notification of authors: 15 March 2005

Conference Date: 4-7 May 2005

### *Track Chair*

Prof. Robert G. Picard

Media Management and Transformation Centre

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SE-551 11 Jönköping, Sweden

[robert.picard@ihh.hj.se](mailto:robert.picard@ihh.hj.se)

web site (<http://www.euram-online.org>).

## International Journal of Media Management

The International Journal on Media Management (JMM) publishes original research and scholarship on the dramatic changes in the media and communications industries. The content is both interdisciplinary, combining a number of different academic disciplines (strategy, media technology, marketing, finance, media studies, etc.) and multisectoral, exploring the interrelationship between developments in related industries. JMM Vol.7/ 3&4 is open for submission. We welcome articles for both the Focus Theme section and General Research section.

Focus Theme: Researching Global Media Conglomerates. Guest Editor: Prof. Alan Albarran, University of North Texas

The media industries are dominated by a number of large conglomerates whose interests and activities cut across many individual market segments such as publishing, audiovisual (TV and radio), film, sound recordings, and the Internet. Aside from these activities, what do we really know about these global media conglomerates? This issue of the International Journal on Media Management seeks original research that provides a basis for understanding the activities of global media companies. All research methodologies and perspectives are welcome, but papers that offer a theoretical foundation as well as an analytical focus are preferred.

Please submit the manuscript to:  
[media.editors@netacademy.org](mailto:media.editors@netacademy.org)

Submission deadline: December 15, 2004

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## MME Division AEJMC-San Antonio 2005 Convention Sessions

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