
MME *Record*

Newsletter of the Media Management and Economics Division of AEJMC.

Winter 2006

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The “State” of the Division

Peter Gade,
Division Head

One of the rewarding and fascinating things about being division head is the opportunity to observe your colleagues at work. MME is a small division by AEJMC standards, but I’m amazed by the enthusiasm, dedication and talent of the people who volunteer to serve this division.

This article updates members on some of the division’s endeavors. It is, for lack of a better term, a “state of the division” report, with the focus on what division members and officers have been doing on behalf of MME and what we’re trying yet to accomplish during my term as division head.

Midwinter AEJMC Conference. The conference continues to grow, this year with nine divisions or interest groups participating. MME’s role is center stage, as division member Louisa Ha was instrumental in getting Bowling Green State University to host the conference.

Ha, a professor at BGSU, deserves our applause for planning and developing the event and ensuring the division’s interests are well represented on the program. Both plenary sessions are on topics of interest to MME, and paper chair Sue Wescott Alessandri reports that the number of MME paper submissions was an all-time high (17), including two papers from overseas.

For more information on the Feb. 24-26 conference, see related articles in this newsletter.

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**MME to accept only
electronic paper submissions
for annual AEJMC convention**

See page 10 for details

Broad mix of programs planned for San Francisco

Krishna Jayakar, Program Chair

The MME Division will be presenting seven sole- and co-sponsored panels, four research paper sessions, and participating in one scholar-to-scholar session at the AEJMC Annual Convention at San Francisco. These sessions represent a diverse mix of themes and topics of interest to MME members, spanning the areas of teaching, research and professional freedom and responsibility.

Planning for this year's convention began in early September with the Division's call for panel proposals. This year, the call generated an excellent pool of programming ideas: a total of 17 different proposals in the areas of teaching (2), research (9) and professional freedom and responsibility (6).

These were sent to the MME Executive Committee members for their comments. Based on their aggregate rankings and with the goal of preserving balance between the different programming areas, I selected 11 proposals to be forwarded to AEJMC headquarters. These proposals could either be sole-sponsored by the MME division, or co-sponsored with another division if one of their proposals were similar to ours.

Scheduling a time slot at the annual convention is based on the "chip" system. Each division is allotted a certain number of chips—this year, the MME division had seven. A sole sponsored time-slot costs a full chip, with one exception. The first four refereed paper panels cost only a half-chip. Co-sponsored events cost only half a chip. Sole sponsorship gives a division better programming control over a panel, but co-sponsorship generates more audience interest and allows more efficient use of the scarce "programming dollars" that each division is allotted.

This year, I decided to keep the top-three panels ranked by the Executive Committee as the sole sponsored events. Co-sponsorships were arranged for four other panel ideas with divisions as diverse as Communications Technology (the former CT&P Division), Law, Public Relations and Media and Disability. The line-up also balances between the different program areas of teaching, research and professional freedom and responsibility. Assuming the demand for refereed paper slots based on the number of submissions we have received in the past, four refereed paper panel sessions were also scheduled.

Scheduling the final roster of sole-sponsored and co-sponsored panels and refereed paper sessions is done at a "chip auction." This year, this event was held in Savannah, Ga., in early December. Division Head Peter Gade, Research Chair Cindy Price and I represented the MME division at this year's chip auction. Each division takes turns bidding on different time slots based on a set of simple but rigorously enforced rules. These rules are intended to ensure that every division gets a spot at or near the top of the bidding order in at least a few bidding rounds. Thus, each division gets a fair shot at obtaining good time-slots for its high-priority events.

We were fortunate this year in obtaining good time slots for most of our programs, with the cooperation of our co-sponsoring divisions. Most of our events are scheduled in the prime conference days, at time slots with good audience flow. We also have something of interest to MME members scheduled on every day of the conference. Overall, we were quite happy with the programs we scheduled and the time-slots we obtained.

This year, AEJMC has decided to further augment the stature and exposure of the scholar-to-scholar poster sessions. These poster sessions are scheduled in the mid-day "prime-time" slots, in most cases with no other sessions or events scheduled against them—audience interest is therefore likely to be higher at these sessions than in the past. This is a welcome step, because it allays the concerns some authors have had in the past that poster sessions were in some way inferior to a speaking spot in a refereed paper session. Research chairs would thus have more freedom in scheduling the accepted refereed papers, keeping in mind the thematic coherence and balance of each session.

Overall, I believe that the MME division has a stimulating roster of program offerings for the annual convention. MME division panels address a broad array of research interests ranging from newspaper management and new technology business models, media management ethics and audience research. A list of the events scheduled for the conference is given below. Please contact me at kpj1@psu.edu if you have any questions about any of these events.

See Detailed Schedule on page 11.

The “State” of the Division

Continued from Page One

Annual 2006 AEJMC Conference. The lead is that MME will accept only electronic submissions for the refereed research paper competition. This is an important change because if you send your paper by snail mail it will NOT be considered for the San Francisco conference.

Program Chair Krishna Jayakar began the conversion during the 2005 paper competition, sending papers to judges by email and allowing judges to return their comments this way. A follow-up survey of judges found broad-based support for electronic judging, and this year MME joins 13 other AEJMC divisions and interest groups in going to an all electronic paper competition. See Jayakar’s article in this newsletter for more details and suggestions for paper submitters.

Planning for the San Francisco conference is in full swing. MME’s program includes four co-sponsored panels, three sole-sponsored panels as well as our usual four research paper sessions and a scholar-to-scholar research paper session. Panel organizers are busy arranging for panelists and coordinating topics and speakers with our co-sponsors. The schedule of panels and research sessions is included in this newsletter.

Increasing Graduate Student Involvement. For the past few years, MME has sought ways to get more graduate students active in the division. We’ve made several provisions, including naming a graduate student liaison to the executive committee, publicizing the mid-winter conference as a venue for grad students to present their research, and awarding stipends for the top three student papers -- \$200 top paper, \$100 second place, \$50 third place -- at the AEJMC annual conference. Thanks to Steve Lacy for contributing \$100 for each of the next five years to support the awards for top graduate student research papers.

Rita Colistra, from UNC-Chapel Hill, is this year’s graduate liaison, and she has worked with the Graduate Education Interest Group to cross post messages and make MME’s opportunities for grad students more apparent. Colistra has written MME news that has been published in the GEIG newsletter, and is currently working with GEIG to come up with ideas for the San Francisco conference aimed at increasing the visibility and attractiveness of MME and GEIG to graduate students.

Named Awards. The division is making a renewed effort to increase nominations for our two named awards, the Picard Award and the Sherman Award, not

associated with research paper competition. Neither of these awards was given in 2005. Hugh Fullerton has taken over as chair of the Named Award Committee, and the committee will be more active this spring attempting to solicit nominations.

Any AEJMC member can make nominations for these awards. The Picard Award is for top book or monograph in media management and economics published in the past year. The Sherman Teaching Award recognizes excellence and innovation in teaching media management and economics. Please see the call for nominations for these awards in this newsletter.

Bylaws and Mission Statement. About two years ago, former division head Randy Beam recognized that our bylaws were not being followed to the letter of the

law. The diversions were not major, but it was apparent that the bylaws needed to be reviewed and perhaps updated. The division also has no mission statement, a somewhat embarrassing fact for a group rooted in the study of management.

This spring, I will ask several former division officers to work with me to review the bylaws and craft a mission statement. I welcome volunteers to help in this task (email me to express your interest, pgade@ou.edu). The goal is for the committee to create a mission statement and revise the bylaws (if needed) in time for these materials to be reviewed by division members prior to the San Francisco conference. Members may then consider adopting the mission statement and bylaws at the annual business meeting at the conference.

Finances. The division is healthy financially. We have an account balance as of Oct. 1, 2005 is \$4,401.47. This compares to a balance of \$3,528.91 as of Oct. 1, 2004. Expenditures for the 12-month period (Oct. 1, 2004 to Oct. 1, 2005) totaled \$912.34, while revenues were \$1,785. It’s worth noting that 100 percent of our revenue stream is from memberships.

Continued next page.



Division Head, Peter Gade

State of the Division

Continued from page 3

The financial health of the division is a testament to the fiscal responsibility of the division heads over a period of years. We're at a point where we can discuss how we might spend some money. This discussion actually began at the members business meeting in San Antonio, where we talked about adding a stipend to some of our awards, including our named awards and top AEJMC conference research papers.

Division 2005-06 Goals. Many of the activities noted above are related to the division's stated goals for this year. The division went through a five-year review of its activities by the AEJMC Assessment Committee at the 2005 conference. This process was constructive, and the committee provided some excellent ideas about several issues the division has been working on for several years, including: increasing diversity on our conference panels, encouraging more graduate student participation, and soliciting more nominations for our awards. In each case, we've implemented some new or more active approaches this year to attain these goals.

How to get involved. An organization is only as strong as its membership. MME is fortunate to have many talented and bright people who have been and remain active in division activities. We have nearly two dozen people on the division's executive committee, a large number compared with other AEJMC divisions. The executive committee has done an excellent job making sure the division's work gets done. However, the division has been ambitious in its goals and active in achieving them, which means we can always use more help.

One way to become more active is to express an interest in being on one of the standing committees. You can contact the current chair of the committee or me, and we'll find a place for you (probably for the 2006-07 committee assignments).

Less visible, but just as important, is participating in the division's annual activities: submit your research to MME for the annual AEJMC conference, become a judge for the paper competition, or nominate a deserving colleague for our named awards. These needs never go away, and the more members we have contributing to these tasks, the more vibrant and healthy the division becomes.

GEIG seeks greater AEJMC involvement

By Kate Edenborg,
GEIG Head

As a group that represents graduate students' interests and needs, this year, in addition to creating panels, hosting research paper contests and providing useful resources to our members, the Graduate Education Interest Group also has a few other goals in mind. My task is to make the GEIG increasingly valuable to graduate students and visible to all of AEJMC. A key is to expand membership involvement and increase your voice within the organization as a whole. As head, I plan to focus on:

- . * Continuity and passing on of knowledge.
- . * Transition of officers.
- . * Increasing membership value to graduate students and visibility to AEJMC.

As GEIG moves forward this year, we hope to provide more value to our members through improved programming; networking opportunities; informative content on our Web site and in our newsletter; and a welcoming, personal outreach to members. Anyone can visit our Web site (<http://www.aejmc.net/geig/>) to get updates about these issues, as well as other information about our organization. Please pass this on to others, especially graduate students. Those who are members of GEIG can pursue opportunities for officer roles and learn about AEJMC from a more involved level. Members also receive listserv reminders and newsletters about topics geared to their interests. Please feel free to contact me at robe0255@umn.edu with any feedback or questions. I look forward to the upcoming term and hope to get to know many of you in the process.

MME hosts Midwinter at Bowling Green

By Louisa Ha,
MME Midwinter Liaison

The AEJMC 2006 Midwinter Conference will be hosted by Bowling Green State University on Feb. 24-26. The conference received a record number of submissions, and there will be 36 concurrent paper sessions and two plenary panel sessions. The two plenary sessions deal with media management interest: The Emerging Mind of Community Journalism, and Media Convergence and Media Management: A Case in Northwest Ohio: The Block Communications Group.

MME members are encouraged to attend this conference. The registration form, hotel information, as well as other details and updates about the conference can be found at the conference Web Page <http://www.bgsu.edu/departments/commst/temp/aejmc.htm>

For graduate students seeking to reduce hotel room costs, a roommate seeker posting service will be available on the conference Web page. The pre-registration fee is \$35 for faculty and \$30 for graduate students; on-site registration is \$40 for faculty and \$35 for graduate students.

Questions about the conference can be directed to Louisa Ha, MME liaison to the Midwinter Conference and representative of the conference host, at louisah@bgn.net.

See schedule Page 9.

Mass Comm books sought for developing nations Video conference opportunities with Eastern Europe

MME member Greg Pitts is continuing a project of collecting and distributing books to developing or transitional countries. Over the past nine years, he has sent books to Zambia, Namibia, Uganda, Albania, Ukraine, Serbia and Montenegro. If any members of the division would like to donate books, Pitts would love to receive them.

Any sort of mass communications texts -- theory, hands-on/production/writing, old journals -- can be shipped MEDIA MAIL (cheapest available option) to: Greg Pitts, Bradley University/Comm Dept, 1501 W. Bradley Avenue, Peoria, IL 61625. If anyone has a question about the project, email Pitts at: gpitts@bradley.edu.

Related to this, Pitts will spend part of Spring 2006 in Montenegro as a Fulbright Fellow. Assuming things work out technologically, he will have the ability to do video conferencing via iChat software. iChat is a free video conferencing service that can be used to connect me to a U.S. classroom.

If anyone would be interested in having an international visitor from Montenegro, Pitts would be pleased to try to arrange a video conference to talk about media in Eastern Europe. Other possible topics include media management issues, market economics, media orientation, regulation, ownership. Pitts has successfully used iChat with classes at Bradley and with a class at U of Oregon. Contact him at: gpitts@bradley.edu.



Judges needed for 2006 AEJMC research paper competition

The Media Management and Economics Division is seeking judges to review papers for the AEJMC annual convention to be held in San Francisco, Calif., Aug. 2-5, 2006.

Papers for review will be emailed 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—usually 3 or 4 papers per judge.

If you are able to serve as a judge, please contact Cindy Price by March 1 at cprice@uwyo.edu or call (307)766-3203.

According to Division policy, people who submit papers cannot serve as judges in the same division. If you are unsure whether you will be submitting a paper, 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.

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 Cindy Price by May 1.

Please feel free to give this message to colleagues who are experts in media management and economics, and are not currently members of the MME Division.



Who is a journalist? Call for Participants: Media Ethics Colloquium, University of St. Thomas

As part of a decade-long series aimed at enhancing scholarship in applied media ethics, the University of St. Thomas will host the 2006 colloquium Oct. 14-17 in Minneapolis/St. Paul, Minn. The colloquium -- the seventh of the series -- will feature 12 fellows working in teams of two to explore the moral dimensions of the question: Who is a journalist?

Selected fellows will receive an honorarium and travel expenses. During the colloquium, fellows will present their work to each other and solicit feedback. A group of fellows will also speak at a public symposium at the colloquium's end.

Papers that result from the colloquium will be published in the *Journal of Mass Media Ethics* in 2007.

Applicants may apply as individuals (in which case colloquium organizers will pair them with another applicant) or as part of already formed teams. In the selection process, preference will be given to teams that combine disciplines or that include a junior scholar working with a senior scholar.

The guidelines are general and should not be seen as exhaustive or exclusive. Individuals who have previously participated as fellows are invited to apply, although preference may be given to first-time participants.

Applications for fellowships should include the following:

- * A brief (500 word) abstract of a paper proposal.
- * A curriculum vitae
- * If appropriate, a notation of the desired team

The deadline for proposals is April 1, 2006. Send paper or electronic submissions to:

Wendy N. Wyatt

Department of Journalism and Mass Communication

University of St. Thomas, Mail #4372

2115 Summit Avenue

St. Paul, MN 55105

Phone inquiries: 651-962-5253

E-Mail: wnwyatt@stthomas.edu

Call for Nominations: The Robert Picard Award for Contributions to Media Management and Economics

The Robert Picard Award is given by the Media Management and Economics Division of the Association for Education in Journalism and Mass Communication to honor the author(s) of a book or a monograph published in the past year that makes a significant contribution to the field of media management and economics. The award will be judged by the current Named Awards Committee of the division.

Deadline for nominations is May 1, 2006.

Winning author(s) will be notified prior to the business meeting at the AEJMC annual convention, being held this year in San Francisco, August 2-5. The award will be presented at the MME division annual business meeting.

Past recipients of the award include Fordham Professor Philip M. Napoli's "Audience Economics: Media Institutions and the Audience Marketplace" (2004), Benjamin Compaine and Douglas Gomery's "Who Owns the Media" (2001) and David Croteau and William Hoynes' "The Business of Media: Corporate Media and the Public Interest" (2002).

AEJMC members, authors and publishers are welcome to nominate books or monographs worthy of consideration for the award. Named Awards Committee members are not eligible for the award. Apart from open nomination from AEJMC members, the Named Awards Committee members themselves may also select books to be considered. The committee reserves the right not to grant an award if no book or monograph published in the last year is deemed making a significant contribution to the field.

If you would like to nominate a book and its author(s) for consideration for the Robert Picard Award, please send your nomination with full citation (title, author, publisher, and year of publication of the book) and a short statement on the book's contribution to the field of media management and economics and have three copies of the publication or book to:

Dr. Hugh S. Fullerton, Chair, MME Named Awards Committee.

Department of Mass Communication
Sam Houston State University
P. O. Box 2207
Huntsville, TX 77341

For additional information, contact Hugh Fullerton at: scm_hsf@shsu.edu

Call for Nominations: The 2006 Barry Sherman Teaching Award

The Barry Sherman Teaching Award recognizes excellence and innovation in the teaching of media management and economics. The award honors the memory of Barry Sherman, who, at the time of his death in May 2000, was Lambdin Kay Professor in the Grady College of Journalism and Mass Communication at the University of Georgia.

Sherman was director of the prestigious Peabody Awards from 1991-2000. He was author of *Telecommunications Management: Broadcasting/Cable and The New Technologies*, and was co-author, with Joseph Dominick, of three editions of *Broadcasting/Cable and Beyond: An Introduction to Modern Electronic Media*. During his 19 years at Georgia, the university honored Sherman twice for teaching excellence. In 1995, the International Radio and Television Society Foundation named him a Stanton Fellow for his "outstanding contribution to electronic media education."

Eligibility for the award: Any member in good standing of the AEJMC Media Management and Economics Division, excluding the current chair of the Named Awards Committee and the previous year's winner, is eligible. A division member may not nominate himself or herself.

Nominations: **Nominations for the award should be made to the division's Named Awards Committee chair by April 17, 2006.** Nominees, if they wish to be considered, must submit four copies of the following by May 15:

--Syllabi from one or two courses (graduate or undergraduate) devoted primarily to media management or economics.

--Up to three examples of supporting instructional materials in media management or economics. The supporting materials should demonstrate evidence of teaching excellence or innovation.

Judging: Once nominations have closed, the Named Awards chair will name three judges from three different colleges or universities to review materials from nominees. The Named Awards chair may not be a judge, and nominees for the award may not be judges. The Named Awards chair will send each judge a description of the award and materials supplied by each nominee. Each judge will independently review materials from all nominees and send the Named Awards chair his or her top three choices for the award. Those choices should be rank ordered from first to third, without ties.

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Barry Sherman Teaching Award

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The winner will be the nominee with the highest aggregate ranking from the three judges. In the event of a two-way tie for first place, the Named Awards chair will eliminate the lowest-ranked nominee and ask the judges to rank order, without ties, the two remaining nominees. In the event a three-way tie for first place, the Named Awards chair will review the syllabi and supporting materials, eliminate one of the nominees and ask the judges to rank order, without ties, the remaining two nominees.

The award: The winner will be notified before the AEJMC annual conference and the award will be presented at the division's annual business meeting. For 2006, the AEJMC conference is in San Francisco, August 2-5.

For consideration of the 2006 The Barry Sherman Teaching Award please send all nominations and supporting materials to:

Dr. Hugh S. Fullerton,
Department of Mass Communication
Sam Houston State University
P. O. Box 2207
Huntsville, TX 77341

Electronic entries and additional inquiries may be sent to Hugh Fullerton at: scm_hsf@shsu.edu



MME Call for Papers, 2006 AEJMC Convention, San Francisco

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 Francisco, Calif., August 2-5, 2006. 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 recognizes the top three papers for both faculty and graduate students. The top faculty paper earns the Lacy Award; the top graduate student paper earns the Shaver Award and wins \$100.

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: All papers must be submitted by e-mail either as Microsoft Word or Adobe Acrobat PDF files. If you are submitting a PDF file, you must send the cover page and the body of the paper separately so you cannot be identified. Follow the uniform AEJMC call for papers. Student papers compete on an equal footing in MME paper competitions. Paper and Fax submissions are NOT acceptable.

SEND ALL SUBMISSIONS TO: Dr. Cindy Price, University of Wyoming, by e-mailing cprice@uwoyo.edu. Questions can be directed to Dr. Price by e-mail or by calling (307)766-3203.

MME hosts Midwinter at Bowling Green

Friday, Feb. 24

Registration begins at 9 a.m. in the Bowen-Thompson Student Union

Conference begins at 1 p.m.

Shuttle from Quality Inn to Conference Site 12:00-12:45 p.m.

1:00-2:15 Concurrent paper/panel sessions

2:15-2:30 p.m. Coffee Break

2:30-3:45 p.m. Concurrent sessions

3:45-4:00 p.m. Coffee Break

4:00-5:15 p.m. Concurrent sessions

5:30 p.m. Welcome Reception

6:30 p.m. Plenary Session: *The Emerging Mind of Community Journalism: Continuing the Conversation*

As a kick-off to their Knight Community Journalism Fellows program, the University of Alabama and *The Anniston Star*, sponsored a National Conversation on Community Journalism in Anniston, Ala. This panel takes the conversation NORTH to Ohio to involve more news professionals and researchers in the discussion of what is Community Journalism and what role does the news media play in leading a community to change.

Catherine Cassara, Bowling Green State, Moderator

Panelists:

Chris Waddle, Knight Community Journalism Fellows- Univ. of Alabama: "Teaching Newspaper as a place for growing community journalists"

Allvin Cross, University of Kentucky: "*What Does Community Journalism Mean for Rural Communities?*"

Lou Hebert, Assistant News Director, WTOL-TV, Toledo, Ohio

Jan Larson, Wood County Editor, *Sentinel-Tribune*, Bowling Green, Ohio

George Daniels, University of Alabama: "*What is Community Journalism: Status Report on Com-J Research?*"

Gracie Lawson-Borders, Kent State University: "*What Does Convergence mean for community journalism?*"

Saturday, Feb. 25

8:30-8:45 Shuttle from hotel to conference site

9:00-10:15 Concurrent sessions

10:15-10:30 Coffee Break

10:30-11:45 Plenary Session: *Media Convergence and Media Management: A Case in Northwest Ohio – The Block Communications Group*

Louisa Ha, Bowling Green State University, Moderator
Chip Carstensen, President and General Manager of Buckeye CableSystem: "*Communication Technology and Media Audience Trends*"

Tom Walton, Vice-President and Editor of *The Toledo Blade*: "*How does technology affects newsgathering, news selection and presentation of news stories in the Blade?*"

Joseph Zerbey IV, Vice President and General Manager, *The Toledo Blade*: "*The synergy of online and offline advertising and readership of the Blade.*"

John Martin, Vice President-Sales, Buckeye Telesystem: "*Communication Service Bundling and VOIP: How Buckeye telesystem get business from cable and non-cable customers and maximize the potential of VOIP?*"

12:00 - 1:30 Luncheon

Keynote Speaker: **Nadia Bilbassy**, Palestinian journalist working for Agence France Press and a correspondent based in Jerusalem, "Covering Wars in the Middle East and Turmoils in Africa"

1:30-2:45 Concurrent sessions

2:45-3:00 Coffee Break

3:00-4:15 Concurrent sessions

4:30-5:45 Concurrent sessions

Dinner on your own

Evening social activity sponsored by Graduate Communication Association of Bowling Green State University.

Sunday, Feb. 26

9:30-10:00 Shuttle from hotel to conference site

10:00-11:15 Concurrent sessions

11:30-12:45 Concurrent sessions

MME to accept only electronic paper submissions for annual AEJMC convention

By Krishna Jayakar
Program Chair

The MME division will be accepting only electronic copies of refereed paper submissions for the San Francisco annual convention. Submissions must be emailed to Research Competition Chair Cindy Price (cprice@uwyo.edu) no later than 11.59 p.m. EST on April 1, 2006. Paper and fax copies will not be accepted.

Authors should keep a few pointers in mind when preparing documents.

- Please prepare your papers in MS Word or Adobe PDF formats, as required by the MME paper call.
- To preserve the anonymity of the review process, authors should ensure that identifying information is provided only on the front page, and nowhere else in the document.
 - In MS Word, check and remove all identifying information from document headers and footers, and from the ‘document properties’ under the File menu.
 - In Adobe PDF, please send the title page with the author information separately from article text, because we would not be able to delete it. Also check document headers and footers.
- Take extra care with document formatting, especially if you have graphs and tables. Avoid unusual fonts, because reviewers may not be able to print them out.
- Preserve a ‘final’ version of your paper until the end of the review process: while we will take all care in handling your papers, electronic files can sometimes get lost or corrupted in transmission.

The decision to use electronic submissions was taken after considerable discussion in the MME Division Executive Committee and a partial experiment last year when email was used extensively in the review process to send papers to judges. Judges’ comments afterwards indicated a high degree of acceptance for the use of e-mail. Consequently this year, the MME division is making the transition to a fully electronic system.

Fourteen other AEJMC divisions, in addition to MME, are using electronic submissions this year. Some have gone fully online using commercially available software packages—others, especially the smaller divisions, are sticking with email submissions at the present time considering the cost factor.

Since there are considerable economies of scale in commercial software packages, there is significant interest in AEJMC investing in a software system and making it available to all divisions. The Council of Divisions is currently debating ways of spreading the costs fairly and equitably across all divisions, large and small. We will keep you informed when there are new developments.

In the meantime, we eagerly solicit your comments and advice with the electronic submissions this year. Please email Division Head Peter Gade (pgade@ou.edu), Program Chair Krishna Jayakar (kpj1@psu.edu) or Research Chair Cindy Price (cprice@uwyo.edu) with your comments and concerns.

2006 AEJMC Annual Convention Schedule of MME Events

Wednesday, August 2

- 11:45 am – 1:15 pm *Free speech and ethics at student-run media*, PF&R panel co-sponsored with Law and Scholastic Journalism Divisions
- 5:00 – 6:30 pm MME Refereed Research

Thursday, August 3

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

Friday, August 4

- 7:00 – 8:00 am MME Executive Board Meeting
- 8:15 – 9:45 am MME Refereed Research
- 1:30 – 3:00 pm *Media management in the 21st century*, sole-sponsored PF&R panel
- 3:15 – 4:45 pm *Making society (and media) more accessible to people with disabilities*, PF&R panel co-sponsored with Media and Disabilities Interest Group
- 5:00 – 6:30 pm MME Refereed Research
- 6:45 – 8:15 pm MME Refereed Research

Saturday, August 5

- 8:15 – 9:45 am *Corporate responsibility and business scandals in media and telecommunications firms*, PF&R panel co-sponsored with Public Relations Division