

## **Annual Report for 2021-2022**

Group Name: Media Economics, Management, and Entrepreneurship (MMEE)

1. Current Officers' names, roles, and email addresses:

### **Division Head**

Miao Guo  
University of Connecticut

### **Vice Head/Program Chair**

Anthony Palomba  
University of Virginia

### **Research Chairs (Annual Conference & Midwinter Paper Competitions)**

Xiaoqun Zhang  
University of North Texas

Min Xiao  
Wichita State University

### **Immediate Past Head/Named Awards Chair**

Jiyoung Cha  
San Francisco State University

### **Secretary**

Mohammad Yousuf  
The University of New Mexico

### **Communications Chair**

Qian Yu  
University of Oklahoma

### **PF&R Committee Chair**

Todd Holmes  
California State University Northridge

### **Teaching Committee Chair**

Allie Kosterich  
Fordham University

### **International Service/Outreach Chair**

Damhee Kim

University of Arizona

### **Graduate Student Liaison**

Shane Grace

Australian Film Television and Radio School

2. Provide an overall statement outlining the division, interest group, or commission's activities for this year for Research, Teaching, and PF&R. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.

The MMEE division balances research, teaching, and PF&R activities. For the 2022 AEJMC conference, the MMEE division sponsors or co-sponsors seven-panel sessions, including three research panels, three PF&R panels, and one teaching panel. These panels touch upon a wide range of timely issues with specific topics, including transmedia storytelling strategies, diversity of newsroom leadership, the use of artificial intelligence, VR/AR/MR in communication research, innovations in measuring box office and news, and teaching with new media. The MMEE division also leads two pre-conference workshops open to all AEJMC members. One provides a Python training opportunity for researchers, as Python has been widely used for textual data analysis in journalism and mass communications, and the other focuses on using Tableau to create interactive presentations.

3. Please write a bullet-point statement (500 word maximum), to be co-authored by the outgoing and incoming Heads, addressing:

The MMEE division had five goals for this year: 1) strengthen social media presence, 2) engage diverse faculty members in conference activities, 3) expand international networks, 4) enhance student engagement, and 5) boost the cross-disciplinary partnerships.

- What was your success in achieving these goals?
  - The division successfully raised its social media presence by creating the MMEE YouTube channel and "MMEE & ME" interview video series. The videos showcased different MMEE faculty members' research areas and their experiences with the MMEE division in their careers. Those interview videos were also posted to the division's social media platforms, including LinkedIn, Facebook, Twitter, and WordPress.
  - The division succeeded in engaging diverse faculty members in conference activities. The panelists include junior and senior scholars from diverse ethnic, gender, cultural, and career backgrounds.

- The division expanded its international networks by accepting more international scholars' paper submissions. The division continued receiving several paper submissions from foreign institutions, including China, Taiwan (China), Spain, and Brazil.
- What are your most important goals for the upcoming year?
- Strength the collaboration with other AEJMC divisions and disciplines. Since today's mass communication studies are growingly integrated with other fields, it is vital for media economics and management scholars to incorporate multiple perspectives from different research areas and disciplines beyond mass communication. Scholars from computer science, natural language processing, machine learning, and artificial intelligence should be invited to expand the current scope of media management economics & entrepreneurship, as well as to innovate research methodology.
- What goals did your group set this year that you were unable to reach? Why?
- One goal was to grow student engagement, and the division should continue to strive to achieve this goal. The division reached out to about 60 U.S. graduate programs in journalism and mass communication to boost student paper submissions and engage more students in this year's conference activities. The division received nine student paper submissions this year, compared to six student-only papers in 2021 and eight in 2020. Though the absolute number of student paper submissions slightly increased, the trend is encouraging. Moreover, the quality of student papers needs to improve, and the division only awarded the top student paper based on the average scores from the reviewers' rating sheets. The division will continue recruiting more student members outside and during the conference.
- How may any or all of the Standing Committees help you to achieve your goals in the upcoming year?
- The goals above of the MMEE division for the upcoming year align with the missions of the research, teaching, and PF&R Standing Committees. Accordingly, MMEE will continue to partner and collaborate closely with the Standing Committees to meet our goals.

4. Each Division/Interest Group/Commission is assessed based on diversity and inclusion in participation and programming. Describe the ways in which your division/interest group/commission encouraged and promoted diversity and inclusiveness. Address membership, programming, and additional ways in which you embraced diversity and inclusiveness.

The division emphasized diversity and inclusion through participation and programming when sharing the above five goals with the division members and officers in September 2021.

First, the division's panel organizers were required to consider gender, ethnicity, level of career seniority, and career backgrounds to engage people from diverse backgrounds in the conference activities. As a result, the panelists recruited from this division included established senior scholars and junior scholars from diverse racial, cultural, and career backgrounds.

Second, the MMEE division reached out to other major international associations of media management, economics, and entrepreneurship scholars to grow global networks. Specifically, the MMEE division shared calls for papers with the European Media Management Association, International Media Management Academic Association, Korean Society for Journalism and Communication Studies, Chinese Communication Association, and other Asian communication associations. The division reached out to nearly 200 international scholars who published in scholarly journals in these fields to encourage them to submit their papers to the AEJMC conference. The effort to build global networks resulted in a noticeable increase in paper submissions from foreign institutions.

Third, the combination of the current division's officers represents diversity and inclusion with different genders, ethnicities, and cultural backgrounds. Our current officers include 45% of females and 55% of male scholars. Most importantly, eight out of eleven have international backgrounds.

## **RESEARCH**

A primary goal of the Research Committee is to enhance the scholarly activities of AEJMC.

Questions 5 through 9 apply ONLY to the annual AEJMC conference refereed research competition.

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5. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)

Number of submissions 21; Number of acceptances 14.

6. Number of faculty research paper submissions 12; number of acceptances 8; 67%. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).

7. Number of student research paper submissions 9; number of acceptances 6; 67%. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate).

8. Briefly explain the competition and the selection process.

At least two reviewers reviewed each paper. The reviewers provided the score of each criterion, as well as the specific comments. The average score of each paper was calculated. The selection of top research papers was determined by the average scores of papers. According to the policy of AEJMC, extended abstracts were excluded from the paper competition.

9. Total # of judges 22; # 2.3 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

10. Overview of judging process (forms used, please attach). Include an explanation of recruiting reviewers and discussants. How did you help prepare your reviewers and discussants for their tasks?

We sent recruiting emails and a Google form before the paper reviewing process and recruited a number of reviewers. We also sent additional invitation emails to other scholars to recruit more reviewers and discussants. We explained the review processes as well as the discussant guideline for the reviewers and discussants. We also answered the questions raised by reviewers and discussants.

11. Please list your activities related to research at the conference.

We reviewed conference papers and evaluated the comments offered by paper reviewers. We will serve as moderators or discussants of paper sessions at the conference.

12. Please list your out-of-conference activities related to research.

We contacted scholars to encourage them and their students to submit papers to the conference.

13. Please describe briefly the research goals and activities of your division/interest group/commission. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities, and other activities.

We had a diverse group of paper submitters and reviewers from different countries and cultural or ethnic backgrounds. The themes of the paper submissions were various, and the topics of the papers included but were not limited to A.I. media production, marketing communication, media consumer study, management of news organization, and media enterprise investment.

## **TEACHING**

It is in the interests of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content and teaching methods, and teaching performance. To this end, the Teaching

Standards Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.

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14. Please list your in-conference activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

This year we had one teaching panel focused on **Teaching with New Media**. As Covid-19 creates the need for alternative teaching modalities, instructors with experience in applying digital media within the classroom are becoming more in demand. This teaching panel will bring together instructors with expertise in digital and multimedia to demonstrate how they've applied these technologies within their classrooms in new and exciting ways.

15. Please list your out-of-conference activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

The division had two pre-conference workshops related to teaching. The first session is entitled, "**A Primer on Tableau: Using Tableau to Create Interactive Presentations.**" Data science cannot be successfully presented to advertising, public relations, and entertainment clients without sharp presentation tools. Tableau is a sophisticated business and data presentation platform that allows for uniquely interactive presentations. This session is meant to introduce academics to how to make interactive charts, dashboards, and stories on Tableau. Additionally, this session is meant to give academics confidence and familiarity with Tableau, so it may serve as a critical component in an assignment or live in-class session. Registered participants will gain practice in using Tableau tools and creating charts, dashboards, and stories. The panel addresses the Teaching Standards Committee's focus on curriculum, leadership, course content, and teaching methods.

The second session is entitled, "**Text Mining with Python.**" This workshop, led by Dr. Mohammad Yousuf, who has extensive experience in computational text analysis, will cover all of it in only four hours. The workshop will cover the basics of Python programming and several computational text analysis methods such as subjectivity analysis and topic modeling. The workshop's objective is to help participants learn how to analyze texts using popular Python libraries. At the end of the workshop, participants will be able to pursue self-directed learning of computational methods. Some materials will be made available before the workshop. Codes for analyzing texts will be provided during the workshop. There is no prerequisite for the workshop, but strong interests in learning programming language and computational text analyses are required. The panel addresses the Teaching Standards Committee's focus on curriculum, leadership, course content, and teaching methods.

16. Please describe briefly the Teaching goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

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The division coordinated three teaching panels for the 2022 conference. These sessions were made possible by encouraging our members to set and achieve their teaching-oriented conference goals by networking across the AEJMC community and preparing cross-division teaching proposals. While our main goal was to coordinate sessions that lead to the betterment of our students, we also recognize that in meeting that goal faculty need to invest time and energy into their pedagogical training. Accordingly, we believe our sessions fulfill the Teaching Standards Committee's focus on curriculum, course content, and teaching methods.

### **PF&R**

Each year the PF&R Committee expects some programming both during the conference and between conferences in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.

It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, the division provided names for panelists, etc.

17. Please list your in-conference activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited conference speakers with names and affiliations.

This year the d had three PF&R panels. The first-panel session was co-sponsored with the Communication Theory and Methodology Division entitled “**Media in the Age of Automation, Robotics, and Artificial Intelligence.**” The panel focuses on the impact of automation, robotics, and AI on the media, and will include the processes of news reporting, media production, and consumption. The changing ecology of the media and the ethical and legal implications of these technologies will also be discussed. As such, this panel will effectively address two of the PF&R Committee's goals: supporting and promoting ethical behavior and fostering media criticism and accountability. This panel brings together a data scientist from an entertainment firm, academics from U.S.-based institutions, and a scholar from Jade University in Germany.

The second-panel session was co-sponsored with the Mass Communication and Society Division, “**Change Comes from the Top: Bringing Diversity into Newsroom Leadership.**” As a result of the topic, this discussion will address the PF&R goal of encouraging and recognizing racial, gender, and cultural inclusiveness. The panel brings together three scholars from U.S.-

based institutions as well as the Director of the Brown Impact Media Group and the Director of Cultural Competency at the Maynard Institute for Journalism Education.

In addition, the division had a third-panel session co-sponsored with the Advertising Division titled **“It’s Just How the Third-Party Cookie Crumbles: Considerations for Promising Consumer Insight Replacements.”** Given the news that Google Chrome will be phasing out third-party cookies in 2023, this PF&R panel explores potential solutions for publishers, advertisers, ad tech companies, and marketers to improve consumer insights while also upholding consumer privacy in a post-third-party-cookie-world. Thus, this panel session addresses the PF&R goal of supporting and promoting ethical behavior at all times. The panel is comprised of four scholars from U.S.-based institutions.

18. Please list your out-of-conference activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee’s focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.

Unfortunately, there are no out-of-conference activities to report for this year.

19. Please describe briefly PF&R goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The MMEE Division has coordinated three co-sponsored PF&R panels for the 2022 Conference. These sessions became a reality by first developing ideas that would address the goals outlined by the PF&R Committee. Once the initial ideas were identified, members of the MMEE Division reached out to members of other AEJMC divisions to gauge interest in co-sponsoring these potential panels and solicit ideas for ways to improve or modify the sessions. In addition, the MMEE Division members also collaborated with other members of the division to better define the ideal PF&R panel sessions. By co-sponsoring panels with CTAM for “Media in the Age of Automation, Robotics, and Artificial Intelligence,” with MCSD on “Change Comes from the Top,” and with ADV D for “It’s Just how the Third-Party Cookie Crumbles,” our division was able to achieve our goal of co-sponsored panels with other divisions and interest groups. Collectively, these three-panel sessions fulfill the PF&R Committee’s goals of supporting and promoting ethical behavior, fostering media criticism and accountability, and encouraging and recognizing racial, gender, and cultural inclusiveness. Moving forward, we intend to promote greater awareness of the six key areas that represent PF&R and to encourage nominations for our division’s PF&R award.

## **GENERAL INFORMATION**

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20. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.



Published date	Newsletter titles	Links
<b>2022, 13 pieces</b>		
May 11	MMEE Division's last five-year performance	<a href="https://mmedivision.wordpress.com/2022/05/11/mmee-divisions-last-five-year-performance/">https://mmedivision.wordpress.com/2022/05/11/mmee-divisions-last-five-year-performance/</a>
April 7	MMEE Award Nomination Deadline Extended to April 20th	<a href="https://mmedivision.wordpress.com/2022/04/07/mmee-award-nomination-deadline-extended-to-april-20th/">https://mmedivision.wordpress.com/2022/04/07/mmee-award-nomination-deadline-extended-to-april-20th/</a>
March 22	MMEE Award Nomination Reminder	<a href="https://mmedivision.wordpress.com/2022/03/22/mmee-award-nomination-reminder/">https://mmedivision.wordpress.com/2022/03/22/mmee-award-nomination-reminder/</a>
March 2	MMEE & ME--Dr. Geoffrey Graybeal	<a href="https://mmedivision.wordpress.com/2022/03/02/mmee-me-dr-geoffrey-graybeal/">https://mmedivision.wordpress.com/2022/03/02/mmee-me-dr-geoffrey-graybeal/</a>
March 2	Paper Call for 2022 AEJMC Conference	<a href="https://mmedivision.wordpress.com/2022/03/02/paper-call-for-2022-aejmc-conference/">https://mmedivision.wordpress.com/2022/03/02/paper-call-for-2022-aejmc-conference/</a>
March 1	2022 AEJMC Midwinter Conference Schedule	<a href="https://mmedivision.wordpress.com/2022/03/01/2022-aejmc-midwinter-conference-schedule/">https://mmedivision.wordpress.com/2022/03/01/2022-aejmc-midwinter-conference-schedule/</a>
February 22	MMEE & ME--Dr. Ronen Shay	<a href="https://mmedivision.wordpress.com/2022/02/22/mmee-me-dr-ronen-shay/">https://mmedivision.wordpress.com/2022/02/22/mmee-me-dr-ronen-shay/</a>
February 21	WMEMC 2022 Will be postponed to 2023 in Seoul, South Korea	<a href="https://mmedivision.wordpress.com/2022/02/21/wmemc-2022-will-be-postponed-to-2023-in-seoul-south-korea/">https://mmedivision.wordpress.com/2022/02/21/wmemc-2022-will-be-postponed-to-2023-in-seoul-south-korea/</a>
February 14	MMEE & ME--Dr. Mierzejewska	<a href="https://mmedivision.wordpress.com/2022/02/14/mmee-me-dr-mierzejewska/">https://mmedivision.wordpress.com/2022/02/14/mmee-me-dr-mierzejewska/</a>
February 9	MMEE Accepting Awards Nominations by April 1, 2022	<a href="https://mmedivision.wordpress.com/2022/02/09/mmee-accepting-awards-nominations-by-april-1-2022/">https://mmedivision.wordpress.com/2022/02/09/mmee-accepting-awards-nominations-by-april-1-2022/</a>
February 3	MMEE & ME--Ms. Qian Yu	<a href="https://mmedivision.wordpress.com/2022/02/03/mmee-me-ms-qian-yu/">https://mmedivision.wordpress.com/2022/02/03/mmee-me-ms-qian-yu/</a>
February 2	MMEE & ME--Dr. Sabine Baumann (Full Interview)	<a href="https://mmedivision.wordpress.com/2022/02/02/mmee-me-dr-sabine-baumann-full-interview/">https://mmedivision.wordpress.com/2022/02/02/mmee-me-dr-sabine-baumann-full-interview/</a>
February 2	MMEE & ME--Dr. Sabine Baumann	<a href="https://mmedivision.wordpress.com/2022/02/02/mmee-me-dr-sabine-baumann/">https://mmedivision.wordpress.com/2022/02/02/mmee-me-dr-sabine-baumann/</a>
<b>2021, 20 pieces</b>		
December 8	MMEE & ME--Dr. Iris Chyi (Full Interview)	<a href="https://mmedivision.wordpress.com/2021/12/08/mmee-me-dr-iris-chyi-full-interview/">https://mmedivision.wordpress.com/2021/12/08/mmee-me-dr-iris-chyi-full-interview/</a>
December 8	MMEE & ME--Dr. Iris Chyi	<a href="https://mmedivision.wordpress.com/2021/12/08/mmee-me-dr-iris-chyi/">https://mmedivision.wordpress.com/2021/12/08/mmee-me-dr-iris-chyi/</a>
December 7	MMEE & ME--Dr. Ann Hollifield (Full Interview)	<a href="https://mmedivision.wordpress.com/2021/12/07/mmee-me-dr-ann-hollifield-full-interview/">https://mmedivision.wordpress.com/2021/12/07/mmee-me-dr-ann-hollifield-full-interview/</a>

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December 7	MMEE & ME--Dr. Ann Hollifield	<a href="https://mmedivision.wordpress.com/2021/12/07/mmee-me-dr-ann-hollifield/">https://mmedivision.wordpress.com/2021/12/07/mmee-me-dr-ann-hollifield/</a>
December 3	Call for abstracts-- AEJMC Midwinter Conference MMEE Division 2022	<a href="https://mmedivision.wordpress.com/2021/12/03/call-for-abstracts-aejmc-midwinter-conference-mmee-division-2022/">https://mmedivision.wordpress.com/2021/12/03/call-for-abstracts-aejmc-midwinter-conference-mmee-division-2022/</a>
December 2	MMEE & ME--Dr. Louisa Ha	<a href="https://mmedivision.wordpress.com/2021/12/02/mmee-me-dr-louisa-ha/">https://mmedivision.wordpress.com/2021/12/02/mmee-me-dr-louisa-ha/</a>
December 1	MMEE & ME--Dr. Peter Gade (Full Interview)	<a href="https://mmedivision.wordpress.com/2021/12/01/mmee-me-dr-peter-gade-full-interview/">https://mmedivision.wordpress.com/2021/12/01/mmee-me-dr-peter-gade-full-interview/</a>
December 1	MMEE & ME--Dr. Peter Gade	<a href="https://mmedivision.wordpress.com/2021/12/01/mmee-me-dr-peter-gade/">https://mmedivision.wordpress.com/2021/12/01/mmee-me-dr-peter-gade/</a>
November 29	Call For Papers--Online Media & Global Communication Journal	<a href="https://mmedivision.wordpress.com/2021/11/29/call-for-papers-online-media-global-communication-journal/">https://mmedivision.wordpress.com/2021/11/29/call-for-papers-online-media-global-communication-journal/</a>
November 18	MMEE & ME--Dr. Sylvia Chan-Olmsted (Full Interview)	<a href="https://mmedivision.wordpress.com/2021/11/18/mmee-me-dr-sylvia-chan-olmsted-full-interview/">https://mmedivision.wordpress.com/2021/11/18/mmee-me-dr-sylvia-chan-olmsted-full-interview/</a>
November 18	MMEE & ME--Dr. Sylvia Chan-Olmsted	<a href="https://mmedivision.wordpress.com/2021/11/18/mmee-me-dr-sylvia-chan-olmsted/">https://mmedivision.wordpress.com/2021/11/18/mmee-me-dr-sylvia-chan-olmsted/</a>
November 17	MMEE & ME--Dr. Robert Picard (Full Interview)	<a href="https://mmedivision.wordpress.com/2021/11/17/mmee-me-dr-robert-picard-full-interview/">https://mmedivision.wordpress.com/2021/11/17/mmee-me-dr-robert-picard-full-interview/</a>
November 17	MMEE & ME--Dr. Robert Picard	<a href="https://mmedivision.wordpress.com/2021/11/17/mmee-me-dr-robert-picard/">https://mmedivision.wordpress.com/2021/11/17/mmee-me-dr-robert-picard/</a>
November 17	AEJMC MMEE YouTube Channel is Live	<a href="https://mmedivision.wordpress.com/2021/11/17/aejmc-mmee-youtube-channel-is-live/">https://mmedivision.wordpress.com/2021/11/17/aejmc-mmee-youtube-channel-is-live/</a>
November 11	Call for abstracts AEJMC Midwinter Conference--Media Management, Economics & Entrepreneurship (MMEE) Division 2022	<a href="https://mmedivision.wordpress.com/2021/11/11/call-for-abstracts-aejmc-midwinter-conference-media-management-economics-entrepreneurship-mmee-division-2022/">https://mmedivision.wordpress.com/2021/11/11/call-for-abstracts-aejmc-midwinter-conference-media-management-economics-entrepreneurship-mmee-division-2022/</a>
November 2	Job Alert: Loyola University Chicago seeks a Tenure-Track Assistant Professor of Multimedia Journalism, beginning in August 2022	<a href="https://mmedivision.wordpress.com/2021/11/02/job-alert-loyola-university-chicago-seeks-a-tenure-track-assistant-professor-of-multimedia-journalism-beginning-in-august-2022/">https://mmedivision.wordpress.com/2021/11/02/job-alert-loyola-university-chicago-seeks-a-tenure-track-assistant-professor-of-multimedia-journalism-beginning-in-august-2022/</a>
October 14	Scholarworks PowerPoint Presentation Collections	<a href="https://mmedivision.wordpress.com/2021/10/14/scholar-works-powerpoint-presentation-collections/">https://mmedivision.wordpress.com/2021/10/14/scholar-works-powerpoint-presentation-collections/</a>
October 6	The 2022 World Media Economics and Management Conference will be held in Seoul	<a href="https://mmedivision.wordpress.com/2021/10/06/the-2022-world-media-economics-and-management-conference-will-be-held-in-seoul/">https://mmedivision.wordpress.com/2021/10/06/the-2022-world-media-economics-and-management-conference-will-be-held-in-seoul/</a>

Published date	Newsletter titles	Links
September 24	Job Alert: University of Miami Searches for a full-time lecturer position in Media Management	<a href="https://mmedivision.wordpress.com/2021/09/24/job-alert-university-of-miami-searches-for-a-full-time-lecturer-position-in-media-management/">https://mmedivision.wordpress.com/2021/09/24/job-alert-university-of-miami-searches-for-a-full-time-lecturer-position-in-media-management/</a>
August 25	Call for MMEE Panel Proposals: AEJMC 2022 National Convention	<a href="https://mmedivision.wordpress.com/2021/08/25/call-for-mmee-panel-proposals-aejmc-2022-national-convention/">https://mmedivision.wordpress.com/2021/08/25/call-for-mmee-panel-proposals-aejmc-2022-national-convention/</a>

### COVID-19 Pandemic Impact

21. Describe the challenges that your division/interest group/commission has faced due to the COVID-19 pandemic (March 2020 to present). How has this crisis impacted your members and executive officers? How has it impacted your programming? What changes have you made because of the pandemic, including innovative ideas and implementation?

Since this year's conference takes an in-person rather than a virtual format, it could overcome some disadvantages and lose the benefits of online meetings. First, regarding the research paper submissions and competition, the MMEE division received 21 paper submissions, compared to 26 papers in 2021 and 27 papers in 2020. The division received nine submissions for the Midwinter conference, compared to thirteen papers in 2021 and eight in 2020. Due to the COVID-19 pandemic, we thought that some international scholars/researchers might be highly concerned about travel safety and uncertainty about attending this in-person conference, which might have lowered the number of paper submissions.

The second impact of COVID-19 is to host the division's off-site visits. Our division members submitted a few off-site visit proposals, which could provide us with good opportunities to enrich relationships with the media industry. Although this year's conference takes the in-person format, most firms and organizations that we have contacted in Detroit would not open to the public. Therefore, the off-site visit plans fell through, which impacted the conference programming.

Lastly, due to the financial restraints of schools and members caused by the pandemic, the travel costs of attending an in-person meeting may prevent international and national scholars from joining the event. The division will closely monitor the financial state of the division for future conferences.

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