2023 AEJMC Conference in Washington, D.C.

AEJMC MMEE Division Virtual Members' Meeting

Approval of Last Year's Meeting Minutes

Will be posted on the division blog for your review

Are there any corrections or additions to the minutes?

Your 2022-2023 Division Heads

Head

Anthony Palomba
University of Virginia

Vice-Head

Min Xiao
Wichita State University

Research Chair

Xiaoqun Zhang
University of North Texas
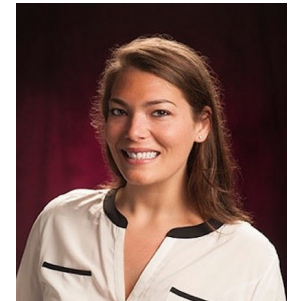
Research Chair

Mohammad Yousuf
University of New Mexico

Communication Chair

Qian Yu
Eastern New Mexico University

Teaching Chair

Allie Kosterich
Fordham University

PF&R Chair
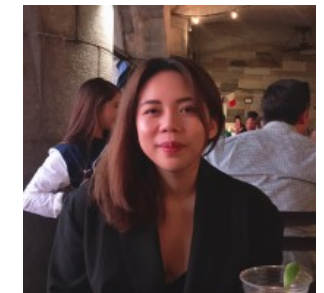
Todd Holmes
California State University

Graduate Student Co-Assistant

Shane Grace
Australian Film, Television and Radio School (AFTRS)

Graduate Student Co-Assistant

Vy Luong (Student)
University of Missouri

Secretary

Anran Luo (Student)
University of Florida

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Membership is down 50.2%

Due to less grass roots efforts, travel cut backs, faculty reticence to travel, and post COVID-19 malaise, our membership is down for our division, but it is not limited to ours…

- **97 (July 24, 2023)**

- **195 (July 16, 2022)**

- 186 (July 31, 2021)   Virtual

- 142 (July 31, 2020)   Virtual

- 165 (July 31, 2019)

- 178 (July 31, 2018)

- 173 (July 31, 2017)

- 179 (July 31, 2016)   Added Entrepreneurship

- 161 (July 31, 2015)

- 160 (July 31, 2014)

- 172 (July 31, 2013)

- 154 (July 31, 2012)

- 141 (July 31, 2011)

Membership is down across the board...but for the commission on status of women

860 people elected NOT to be part of a DIG group

Ranking	Division	2023 Total	2022 Total	% Difference
1	Mass Communication & Society	417	613	-31.97%
2	Communicating Science (ComSHER)	349	444	-21.39%
3	Public Relations	276	342	-19.29%
4	Political Communication	256	268	-4.4%
5	Newspaper and Online News Division	234	288	-18.75%
6	History Division	200	239	-16.31%
7	**Commission on Status of Women**	**197**	**177**	**11%+**
8	Broadcast and Mobile Journalism	178	N/A	N/A
9	Media Ethics	169	198	-14.64%
10	Minorities & Communication	157	260	-39.62%
11	Commission on Graduate Education	156	N/A	N/A
12	Communication Technology	150	N/A	N/A
13	Advertising	145	176	-17.6%
14	International Communication	140	179	-21.78%

Financial information -TBD

Good shape (2022)

-    - Income: $740 (membership dues)

-    - Expenses: $250 (midwinter conference dues)

Remaining balance: TBD – Information release this week

- $7,094.92 (as of June 30, 2022)

- $6,6604.92 (as of October 1, 2021)

- $6,500.00 (as of May 31, 2019)

- $4,995.00 (as of June 30, 2018)

- $3,700.00 (as of June 30, 2017)

Division head annual report

Boost cross-disciplinary partnerships

Investigate future for MMEE

Boost cross-disciplinary partnerships

- Since today's mass communication studies are increasingly integrated with other fields, it is vital for MMEE scholars to incorporate multiple perspectives from different research areas and disciplines beyond our fields.

- Scholars from business, computer science, natural language processing, machine learning, and artificial intelligence should be invited to expand the current scope of MMEE, as well as to innovate research methodology.

- We have an integrated mixer as the first step toward more collaboration across divisions.

- These efforts should be continued, as we need to think about how to expand the relevancy of our group and scholarship **by raising the bar in terms of quality and content…**

Investigate future for MMEE

- Several division officers and myself interviewed department chairs and deans on needs for MMEE scholars. **Several themes manifested from these interviews:**
  - Departments that have MMEE are happy that they do (though they may be unclear on what we do)
  - MMEE needs a clearer definition of position in media departments
  - Demonstrate connection to student job placement (e.g., economics professors)
  - Illustrate how we factor into a 21st century media education
  - Fear of enrollment cliff – double-down on "pure" media majors (e.g. PR, ADV, JOU)

Suggested solutions for MMEE division

- Integrate UX and data science into classes and scholarship **(Data Science Infinity, other UX/DS bootcamps)**
- Identify key programs and tools that aid our discipline **(Python, SQL, Visual Studio Code) (What is our function compared to PR, ADV?)**
- Demonstrate relevance by **building out industry partnerships** (and having **industry partnerships take on interns from our classes**)
- **Collaborate with** outside departments (**business schools**) to illustrate **cross-disciplinary impact**
- Lobby for more MMEE positions within our own departments
- **Reconfigure our own graduate programs** to dually prepare students for **industry and academic positions**
- Increase finance and accounting knowledge among faculty members **(follow stock market, debt, EBITDA, P/E ratio, P/B ratio, reading 10-k reports/ listening to investor calls) (Quantic MBA/other MBA bootcamps)**
- Change MMEE name (audience measurement, media ventures, data science, media science) /Combine with another division

AEJMC MMEE 2023 panels

Monday, August 7th - Understanding News Consumption and Paying Intent

Refereed Research Paper Session (8:30 to 10 a.m.)

Moderating/Presiding

Xiaoqun Zhang, North Texas

Panelists

- Antecedents of Paying Intent for News: The Culture of Free, Pay for News Injustice, and the Moderating Role of Political Interest - Manuel Goyanes, Carlos III University, Rebecca Scheffauer, Universidad de Salamanca and Homero Gil de Zúñiga, University of Salamanca / Pennsylvania State University

- Comparing Effects of News Subscription Motivation and News Lifestyle and Their Impact on Subscription Retention - Weiyue Chen, Butler and Esther Thorson, Michigan State

- Examining the Value of Digital News: The Effect of Social Media News Engagement and News Emotionality on News Paying Intent - Victoria Chen, National Chung Cheng University

- Mobile News Apps: Substitute or Complement? The Effects of Mobile User Attitudes, Perceptions, and Motivations Miao Guo, Connecticut The Wall of Paywalls? Empirical Evidence from South Korean Newspaper - Eugene Kim, Korea Advanced Institute of Science & Technology (KAIST)

Discussant Cindy Price Schultz, Wyoming

Monday, August 7th -
Making Metajournalistic Discourse: Media Journalists on Media and Politics

PF&R Panel Session (10:30 a.m. to Noon)

Moderating/Presiding

Nikki Usher, San Diego

Panelists:

- Jack Shafer, Politico

- David Folkenflik, NPR

- Elahe Izadi, Washington Post

- Denetra Walker, Georgia

Much of the conversation around the future of the news media begins with the reporting and analysis of journalists who cover or produce commentary on the media beat. However, the process of reporting on news companies, press/politics relations, questions of diversity and inclusion in journalism, and platform companies has received less discussion among scholars and journalists alike. We discuss concerns that top-flight media reporters and columnists have for the future of the news media, their approach to covering democratic backsliding and rising authoritarianism, and the difficulties and challenges that come from reporting and commenting about the industry/companies these journalists work for and in.

PF&R Panel Session (2:30 p.m. to 4 p.m.)

Moderating/Presiding

Todd Holmes, California State, Northridge

Panelists

- Miao Guo, Connecticut

- Ronen Shay, Fordham

- Xiaoqun Zhang, North Texas

- Anthony Palomba, Virginia

As Nielsen One launches and other newer firms specializing in audience measurement rise to the forefront, it appears readily apparent that older methods for understanding audiences are being replaced. This panel focuses on the latest trends occurring in the audience analytics landscape and where the measurement business is moving in the midst of new innovations, including AI and machine learning.

Tuesday, August 8th – Responsible AI in Media and Journalism

PF&R Panel Session (8:30 to 10 a.m.)

Moderating/Presiding

Kelly Kaufhold, Texas State

Panelists

- Sabine Baumann, Jade/Berlin School of Economics & Law, Germany

- Roselyn Du, California State Fullerton

- Kerk Kee, Texas Tech

- Alexandra Merceron, Columbia

- Donghee Shin, Zayed, Dubai

- Jon Zmikly, Texas State

Panelists explore AI in media and journalism, including the algorithmization of news reporting, the implications of tools such as ChatGPT, and resulting challenges of media production as well as consumption. They address ethical and legal implications of these technologies and call for a responsible use and application in media organizations.

Tuesday, August 8th –News Flash: What Journalism Organizations Must Do Now to Hire Our Grads

PF&R Panel Session (10:30 a.m. to Noon)

Moderating/Presiding

Deb Wenger, Mississippi

Panelists

- Chip Mahaney, Scripps Recruiter

- Bree Sison, Anchor, WRVR Richmond

- Maureen Linke, Editor and Project Manager, Wall Street Journal

- Ryan Schmelz, White House Radio Correspondent, Fox News

This panel will include the results of a new survey and in-depth interviews with recent journalism graduates that explore what's affecting their decisions to take or forgo newsroom jobs. Session attendees will gain fresh insights regarding the role of low salaries, tough shifts, and intense pressure in exacerbating the challenges for journalism employers, and what strategies they can employ to hire and retain the new generation of journalists.

Tuesday August 8th - Tuning into Radio Trends and Preservation Issues at HBCU Stations

Research Panel (12:30 to 2 p.m.)

Moderating/Presiding

Dorothy Bland, North Texas

Panelists

- Marquita Smith, Mississippi

- Jocelyn Robinson, HBCU Radio Preservation Project

- Vicci Saunders, Howard University's WHUR

- Jacqueline Jones, Morgan State

- This panel focuses on radio trends and preservation issues at HBCU stations. In addition to preservation, other topics to be addressed include programming, business models, revenue streams, audience, curriculum opportunities, and the evolution of technologies such as streaming and podcasts. The DC-Baltimore area is home to WHUR and the WHUR Radio Network Multicultural Division, which are based at Howard University, as well as WEAA and WMUR at Morgan State University.

Tuesday, August 8th - Artificial Intelligence and Machine Learning in Media

PF&R Panel Session (2:30 to 4 p.m.)

Moderating/Presiding

Anthony Palomba, Virginia

Panelists

- Miao Guo, Connecticut

- Mohammed Yousef, New Mexico

- Anthony Palomba, Virginia

- Machine learning (ML) and artificial intelligence (AI),along with MLops, are now deployed in most media and entertainment firms. However, the vast majority of academics in media and entertainment studies do not use these tools. It is imperative for us to close this gap. This session will provide an overview regarding what these areas of research may offer prospective researchers, as well as recent work in these areas.

Tuesday, August 8th – Exploring Media and Entertainment Dynamics

Refereed Research Paper Session (4:30 to 6 p.m.)

Exploring Media and Entertainment Dynamics

Moderating/Presiding

Qian Yu, Eastern New Mexico [EA]

• Can Sequels and Adaptations Prosper Financially and Critically? The Brand Extension Perspective Dam Hee Kim and Jiaqi Zeng, Arizona

• Celebrity Financial Gurus: Does Winning Fans Mean Influencing People? Elizabeth Tharakan, Southern Illinois-Carbondale

• Extending Uses and Gratifications Theory to Examine Creative Activity of Social Media Creators and Entrepreneurs David Atkin, Connecticut, Leo Jeffres, and Kimberly Neuendorf, Cleveland State [EA]

• Re-tweets≠Endorsements, Except When They Are: Contrasting Journalists' and Managers' Perceptions of Social Media Disclaimers Vy Luong, Missouri, and Ryan Thomas, Washington State

Discussant Mohammad Yousuf, Minnesota

Wednesday, August 9th - Innovation and Challenges in Journalism

Refereed Research Paper Session (2 to 3:30 p.m.)

Moderating/Presiding

Nikhila Natarajan, Rutgers

- Hedge Fund Newspaper Ownership Era is Coming -Qian Yu, Eastern New Mexico

- Reimagining American Public Media: A Key Infrastructure for Local Journalism? - Louisa Lincoln and Victor Pickard, Pennsylvania

- Social Media Resources and Entrepreneurial Opportunity Evaluation -Dalong Ma, North Colorado, Huan Chen and Xiaofan Wei, Florida

- Unleashing the Power of Narratives: Impact of Wall Street Journal's Narratives on the Subprime Crisis - Yunjie Fei, Zhicong Chen, and Chengjun Wang, Nanjing University

Discussant Xiaoqun Zhang, North Texas

Wednesday, August 9th -
Shifting Ownership Structure across Media and Information Sectors: Impacts, Implications, and Research Methods

Research Panel Session (4 to 5:30 p.m.)

- Moderating/Presiding Huyen Nguyen, Kansas State

Panelists

- Aaron Atkins, Weber State

- Miao Guo, Connecticut

- You Li, Eastern Michigan

- Xiaoqun Zhang, North Texas

- Ken Ward, Pittsburg State

- Amy Sindik, Central Michigan

- Vy Luong, Missouri

Within this context, our panel will thoroughly examine economic-related theoretical frameworks, relevant research methods, professional databases, the most updated financial data/research results, various impacts, and current implications of media ownership restructuring across American media and information sectors.

Wednesday, August 9th - The Dynamics of Media and Digital Influence

Refereed Research Paper Session (6 to 8 p.m.)

Moderating/Presiding Min Xiao, Wichita State

- How Did University Leaders Lead During the COVID-19 Crisis? Messages, Responses and Leadership*** Jin Yang, Ruoxu Wang, and David Arant, Memphis

- How Does Email Newsletter Use Affect Paid News Subscription and Customer Retention?**** Nikhila Natarajan, Rutgers

- Love = Love: Reverse Isomorphism and the Rise of Queer Romance Publishing** Christine Larson and Ashley Carter, Colorado-Boulder

- The Entrepreneurial Behaviors of Social Media Influencers: A Systematic Literature Review* Xiaohan Liu, Communication University of China, Evila Piva, Politecnico di Milano School of Management, and Donghan Wang, Communication University of China

- The Ideal Manager: How Media Managers Present Their Identities Through Social Media Profiles***** Vy Luong, Missouri

Discussant Qian Yu, Eastern New Mexico

**Wednesday, August 9th - Media Management, Economics and Entrepreneurship,
Law and Policy, and Communicating Science, Health, Environment and Risk Divisions
8 to 9:30 p.m.**

- Hosting Anthony Palomba, Virginia, Jared Schroeder, Missouri and Timothy Fung, Hong Kong Baptist University

- This joint social is hosted/co-sponsored by Law & Policy, MMEE and ComSHER. It is sponsored in part also by the School of Communication at Hong Kong Baptist University, Department of Communication at the University of Utah, the Department of Journalism at the University of Georgia, The Journal of Civic Information at the Brechner Freedom of Information Project at the University of Florida, and The Tully Center for Free

Faculty winning papers

- 1st place - The Entrepreneurial Behaviors of Social Media Influencers: A Systematic Literature Review* Xiaohan Liu, Communication University of China, Evila Piva, Politecnico di Milano School of Management, and Donghan Wang, Communication University of China

- 2nd place - Love = Love: Reverse Isomorphism and the Rise of Queer Romance Publishing** Christine Larson and Ashley Carter, Colorado-Boulder

- 3rd place - How Did University Leaders Lead During the COVID-19 Crisis? Messages, Responses and Leadership*** Jin Yang, Ruoxu Wang, and David Arant, Memphis

Student winning papers

- 1st place - How Does Email Newsletter Use Affect Paid News Subscription and Customer Retention?**** Nikhila Natarajan, Rutgers

- 2nd place - The Ideal Manager: How Media Managers Present Their Identities Through Social Media Profiles***** Vy Luong, Missouri

Thank you