

MEMO TO: ROBERT PICARD
JAMES WALKER
DOUGLAS FERGUSON
BARRY LITMAN
GEOFFREY HULL
JEFF BRODY
FROM: AL GRECO
RE: 1997 AEJMC CONFERENCE
DATE: DECEMBER 2, 1996

AG

Our program on "Changing Demographics in the Mass Media Industries" has been accepted for the 1997 AEJMC Conference, to be held in Chicago on July 30-August 2, 1997.

The session will be co-sponsored by the Media Management and Economics (MM & E) Division and the Advertising Division. I have enclosed a copy of the preliminary program.

While I will handle the arrangements for this session, and act as liaison with both divisions, we need a formal moderator and two commentators for the session. Let me know if you have some individuals in mind to handle these two tasks:

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I will have more information in the coming weeks, especially regarding the date and time of the session, the language for the program, etc.

Also, I will inform Allyn & Bacon about the session to see if they plan anything special for AEJMC or this session.

**1997 AEJMC ANNUAL CONVENTION
CHICAGO, ILL.
JULY 30-AUGUST 2, 1997
DATE AND TIME: TBA**

PROGRAM SESSION:

“CHANGING DEMOGRAPHICS IN THE MASS MEDIA INDUSTRIES”

PARTICIPANTS:

- The Newspaper Industry: Robert Picard (CAL State: Fullerton);
- The Book Industry: Albert N. Greco (Fordham University's Graduate School of Business Administration);
- The Television Industry: James Walker (St. Xavier University) and Douglas Ferguson (Bowling Green State University);
- The Film Industry: Barry Litman (Michigan State University);
- The Recorded Music Industry: Geoffrey Hull (Middle Tennessee State University);
- The Internet Industry: Jeffrey Brody (CAL State: Fullerton).

MODERATOR: TBA

COMMENTATORS: TBA

CO-SPONSORS OF THIS SESSION

AEJMC MM & E DIVISION

PROGRAM CHAIR

Professor Ed Adams

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