

STEVEN S. WILDMAN
Curriculum Vitae

CONTACT INFORMATION

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EDUCATION

Ph.D., STANFORD UNIVERSITY, Economics, 1980.
M.A., STANFORD UNIVERSITY, Economics, 1977.
B.A., WABASH COLLEGE, Economics, 1971.

PRESENT POSITIONS AND TITLES

UNIVERSITY OF COLORADO, BOULDER, August 2015-Present. Interdisciplinary Telecommunications Program. Visiting Scholar
UNIVERSITY OF COLORADO, BOULDER, January 2016-Present. Silicon Flatirons Center. Faculty Affiliate
MICHIGAN STATE UNIVERSITY, May 2015-Present. Professor and J. H. Quello Chair of Telecommunication Studies Emeritus
MICHIGAN STATE UNIVERSITY, May 2015-Present. Quello Center. Senior Fellow

PRIOR ACADEMIC AND PROFESSIONAL POSITIONS

MICHIGAN STATE UNIVERSITY, Department of Media and Information, August 2014-May 2015. Professor & Quello Center Founding Director
MICHIGAN STATE UNIVERSITY, Department of Telecommunication, Information Studies, and Media, August 1999-August 2014. James H. Quello Professor of Telecommunication Studies
MICHIGAN STATE UNIVERSITY, Quello Center for Telecommunication Management & Law. August 1999-August 2014. Director
U.S. FEDERAL COMMUNICATIONS COMMISSION, January 2013-November 2013. Chief Economist (while on leave from Michigan State University)
MICHIGAN STATE UNIVERSITY, Department of Telecommunication, Information Studies, and Media, March-December 2012. Acting Chair

Nanyang Technological University, Wee Kim Wee School of Communication and Information, Singapore, January-June 2006. Wee Kim Wee Professor of Communication (while on sabbatical from Michigan State University)

NORTHWESTERN UNIVERSITY, Department of Communication Studies, 1988-1999. Associate Professor

NORTHWESTERN UNIVERSITY, Program in Telecommunications Science, Management & Policy, 1990-1999. Director

ECONOMISTS INCORPORATED, 1983 - 1988. Senior Economist

UNIVERSITY OF CALIFORNIA, Los Angeles, Department of Economics, 1979 - 1983. Assistant Professor

RAND CORPORATION, 1981 - 1983. Consultant

FELLOWSHIPS AND AWARDS

Journal of Media Economics Award of Honor for Scholarly Contributions and Inspiration to the Field of Media Economics, 2010

Information and Telecommunications Education and Research Association Distinguished Research Award, 2010

Van Zelst Research Professor of Communication, Northwestern University, 1996-1997

McGannon Award for Social and Ethical Relevance in Communication Policy Research for 1992.

Ameritech Research Fellow, Northwestern University, 1990 - 1991.

Ameritech Research Professorship, Northwestern University, 1989 - 1990.

National Science Foundation Fellowship, 1974 - 1977

PUBLICATIONS

Books

International Trade in Films and Television Programs, with Stephen E. Siwek, Ballinger, 1988.

Video Economics, with Bruce M. Owen, Harvard University Press, 1992.

Electronic Services Networks: A Business and Public Policy Challenge, co-edited with Margaret E. Guerin-Calvert, Praeger Publishers, 1991.

Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation, co-edited with Barbara A. Cherry and Alan H. Hammond, IV, Lawrence Erlbaum, Publishers, 1999.

Broadband: Bringing Home the Bits, member of NRC committee authoring report, National Research Council, 2002.

Rethinking Rights and Regulations: Institutional Responses to New Communications Technologies, co-edited with Lorrie F. Cranor, MIT Press, 2003.

Handbook on the Economics of the Media, co-edited with Robert Picard, Cheltenham, UK: Edward Elgar Publishing, 2015.

The Business of Media: Change and Challenges, co-edited with Mónica Herrero, Lisbon: Media XXI, 2015.

Media Business Models: Connecting Media to Their Markets, co-edited with Christian Scholz, Lisbon: Media XXI (forthcoming 2021).

Edited Journal Special Issues

SPECIAL ISSUE ON TELECOMMUNICATIONS POLICY, *Industrial and Corporate Change*, vol. 4, 1995. Co-edited with David J. Teece.

SPECIAL ISSUE ON MEDIA AND MULTIMEDIA, *Information Economics and Policy*, vol. 10, no. 2. 1998.

SPECIAL SECTION ON THE ECONOMIC DIMENSIONS OF ADVERTISING MEDIA AUDIENCES, *The Journal of Advertising*, vol. 35, no. 2, 2006, Senior editor with Hairong Lee and Philip M. Napoli.

ECONOMIC DYNAMICS OF MEDIA INDUSTRIES IN ASIA—FROM OLD TO NEW MEDIA, *Asian Journal of Communication*, vol. 18(2), 2008. Co-edited with W. Wayne Fu.

SPECIAL ISSUE ON POLICY FOR SOCIAL MEDIA, *Telecommunications Policy*, 39(9) (October 2015). Co-edited with Jonathan Obar.

Journal Articles

“Social Media Definition and the Governance Challenge: Introduction to the Special Issue,” J. Obar and S. S. Wildman, *Telecommunications Policy*, 39(9) (October 2015), 745-750.

“‘We need the Einstein of the Internet Age’: Interview with Steven Wildman, FCC Chief Economist”, T. Flew and S. S. Wildman, *Communication Research and Practice*, 1(1) (May 2015), 88-97.

“Economic Analysis at the Federal Communications Commission, 2012-2013,” E. K. Ralph, S. Singer, & S. S. Wildman, *Review of Industrial Organization*, 43, 327-348. (Published in print and online with online publication Nov. 26, 2013)

“How Radio News Uses Sources to Cover Local Government News and Factors Affecting Source Use,” S. Lacy, S. Wildman, F. Fico, D. Bergan, T. Baldwin, & P. Zube, *Journalism and Mass Communication Quarterly*, vol. 90(3) (2013), 457-477.

“Newspapers Devote Far Less Coverage to County Government than to City Governance,” F. Fico, S. Lacy, T. Baldwin, D. Bergan, & S. Wildman, *Newspaper Research Journal*, vol. 34(1) (2013), 104-111,

“Citizen Journalism Sites as Information Substitutes and Complements for United States Newspaper Coverage of Local Governments,” F. Fico, S. Lacy, S. S. Wildman, T. Baldwin, D. Bergan, & P. Zube, *Digital Journalism*, vol. 1(1) (2013), 152-168.

“Measuring sustainable broadband adoption: An innovative approach to understanding broadband adoption and use,” with Larose, R., DeMaagd, K., Chew, H. E., Tsai, H.-Y. S., Steinfield, C., & Bauer, J. M., *International Journal of Communication*, vol. 6 (2012), 1-20.

“Getting Ready for Digital Television: Factors Contributing to Consumer Readiness,” with W. Ma, B. Greenberg, & L. Peer, *International Journal of Digital Television*, vol 3(1) (2012), 23-38.

“Dailies Still Do ‘Heavy Lifting’ in Government News, Despite Cuts,” S. Lacy, F. Fico, T. Baldwin, D. Bergan, S. Wildman & P Zube, *Newspaper Research Journal*, vol. 33(2) (2012), 23-39.

“Commentary About Government Both Broad, Diverse,” F. Fico, S. Lacy, T. Baldwin, D. Bergan, S. Wildman & P. Zube, *Newspaper Research Journal*, vol. 33(2) (2012). 100-114.

“P2P, CDNs, and Hybrid Networks: The Economics of Internet Video Distribution,” with Imsook Ha and Johannes M. Bauer, *International Telecommunications Policy Review*, vol. 17(4) (2010), 1-22.

“The Economics of Delivering Digital Content Over Mobile Networks,” with Ravi S. Sharma, *Journal of Media Business Studies*, vol 6(2) (Summer 2009), 1-24.

“Interactive Channels and the Challenge of Content Budgeting,” *International Journal of Media Management*, vol. 10(3) (2008), 91-101.

“Communication and Economics: Two Imperial Disciplines and Too Little Collaboration,” *Journal of Communication*, vol. 58(4) (2008), 693-706.

“Economic Research on Asian Media Markets and Industries: A Critical Reflection,” with W. W. Fu, *Asian Journal of Communication*, vol. 18(2) (2008), 92-101.

“Editorial,” with W. W. Fu, *Asian Journal of Communication*, vol. 18(2), 89-91. (Editors’ note introducing the special of AJC.)

“Looking Backwards and Looking Forwards in Contemplating the Next Rewrite of the Communications Act,” with J. M. Bauer, *Federal Communications Law Journal*, vol. 58(3) (2006), 415-438.

“Introduction to the Special Section,” with H. Li and P. M. Napoli, *The Journal of Advertising*, vol. 35, no. 2, 2006, 99.

“A Deeper Look at the Economics of Advertiser Support for Television: The Implications of Consumption-Differentiated Viewers and Ad Addressability,” with E. Kim, *Journal of Media Economics*, Vol. 19(1) (2006), 55-79.

“Modeling the Efficiency Properties of Spectrum Governance Regimes,” with J. M. Bauer and C. Y. Ting, *INFO*, Vol 8(2) (2006), 83-96.

“Comparing welfare for spectrum property and spectrum commons governance regimes,” with C. Y. Ting and J. M. Bauer, Vol. 29 (2005), *Telecommunications Policy*, 29, 711-730.

“An Integrated Framework for Assessing Broadband Policy Options,” with J. M. Bauer and J. Kim, *Michigan State Law Review*, Vol. 2005, No. 1 (Spring 2005).

“Repositioning the Journal of Media Economics: A Brief Note from the Editors,” with J. M. Bauer and S. Lacy. *Journal of Media Economics*, 19(1) (2005), 1-5.

“Modeling the Ad Revenue Potential of Media Audiences: An Underdeveloped Side of Media Economics,” *Journal of Media Economics and Culture*, Vol.1, No. 2 (Spring 2003), pp 7-37. Reprinted with slight modifications in G. Doyle, ed., *The Economics of the Mass Media*, Cheltenham, UK: Edward Elgar Publishing Limited, 2006, pp. 494-512.

“The State of Telecom: Realities, Regulation, Restructuring,” with J. M. Bauer and P. Vesperini. *MSU-DCL Law Review*, (2003), 531.

“Rethinking Access: Introduction to the Symposium Theme and Framework,” with Johannes M. Bauer, *Law Review of the Michigan State University Detroit College of Law*, vol. 2002, No. 3 (Fall 2002).

“Broadband: Bringing Home the Bits,” with N. Jayant, J. Chiddix, J. Cioffi, D. Clark, P. Green, K. Kahn, R. Lowenberg, C. Lynch, R. Metzger, E. Nynatt, E. Noam, D. Rauchadhuri, B. Rowe, J. Eisenberg and M. Blumenthal, *ACM SIGCOM Computer Communication Review*, 32(2) (2002), 5-29.

“Preventing Flawed Communication Policies by Addressing Constitutional Principles,” with Barbara A. Cherry, *Law Review of the Michigan State University Detroit College of Law*, vol. 2000, No. 1 (Spring 2000)

“An Institutional Perspective on Regulatory Regimes and Investment Decisions by Telecommunications Providers,” with Barbara A. Cherry, *Telecommunications and Broadcasting Networks under EC Law: The Protection Afforded to Consumers and Undertakings in the Information Society*, Series of Publications by the Academy of European Law Trier, Vol. 27 (2000).

“Institutional Endowment as Foundation for Regulatory Performance and Regime Transitions: The Role of the US Constitution in Telecommunications Regulation in the United States,” with Barbara A. Cherry, *Telecommunications Policy*, vol. 23, no. 9 (1999).

“Economic Theories of Tying and Foreclosure Applied—and Not Applied—in *Microsoft*,” with Debra J. Aron, *Antitrust*, vol. 14, no. 1 (1999), pp. 48-52.

“Media and Multimedia: The Challenge for Policy and Economic Analysis,” in *Information Economics and Policy*, Vol. No. 1 (1998).

“Interconnection Pricing, Stranded Costs, and the Optimal Regulatory Contract”, in *Industrial and Corporate Change*, vol. 6, no 4 (1997).

“Introduction: Policy and Strategy for Rapidly Changing Telecommunications Markets,” with David Teece, *Industrial and Corporate Change*, vol. 5, no. 4 (1996).

“The Pricing of Customer Access in Telecommunications,” with Debra J. Aron, *Industrial and Corporate Change*, vol. 5, no. 4 (1996).

"Network Programming and Off-Network Syndication Profits: Strategic Links and Implications for Television Policy," with Karla Robinson, *Journal of Media Economics*, Vol. 8, No. 2 (1995), 27-48.

"Trade Liberalization and Policy for Media Industries," *Canadian Journal of Communication*, Vol. 20 (1995).

"Network Competition and the Provision of Universal Service," with John C. Panzar, *Industrial and Corporate Change*, Vol. 4, No. 4 (1995): 711-719.

"Funding the Public Telecommunications Infrastructure," with Bruce Egan, *Telematics and Informatics*, Fall 1994.

"Toward a New Analytical Framework for Media Policy: Reconciling Economic and Non-Economic Perspectives," with R. Entman, *Journal of Communication*, Winter 1992. Reprinted in part in *Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society*, A. Alexander and J. Hanson (eds.), The Duskin Publishing Group, Inc., 1993.

"Selecting Advanced Television Standards for the United States: Implications for Trade in Programs and Motion Pictures," *Journal of Broadcasting and Electronic Media*, Spring 1991.

“Explaining Trade in Films and Television Programs,” *Journal of Communication*, 41(1) (1991), 190-192.

"The Privatization of European Television: Effects on International Markets for Programs," with S. E. Siwek, *Columbia Journal of World Business*, December 1987.

"A Note on Measuring Surplus Attributable to Differentiated Products," *Journal of Industrial Economics*, September 1984.

"Economic Consequences of the Informational Characteristics of Mass Media," *The American Economist*, Spring 1981.

Book Chapters

Wildman, S. S. (2020), “New Media and the Need for New Analytical Frameworks,” in von Rimscha, B. (ed.), *Management and Economics of Communication*, Berlin: Walter De Gruyter, GmbH.

Wildman, S. S. (2020), "Why Policy Makers Need to Collaborate with Academics on Media Policy and Why That Need Will Grow," in Rohn, U. & T. Evens (eds.), *Media Management Matters: Challenges and Opportunities for Bridging Theory and Practice*, New York: Routledge.

Ma, W. & Wildman, S. S. (2016), "Online Advertising Economics," in J. M. Bauer & M. Latzer (eds.), *Handbook on the Economics of the Internet*, Cheltenham, UK: Edward Elgar Publishing.

Wildman, S. S. & Lee, S. Y. (2015), "Trade in Media Products," in R. Picard & S. Wildman (eds.), *Handbook on the Economics of the Media*, Cheltenham, UK: Edward Elgar Publishing.

Ma, W., Wildman, S. S., & Li, H. (2015), "Online Advertising," in P. H. Ang & R. Mansell, *The International Encyclopedia of Digital Communication and Society*. Wiley-Blackwell.

Song, S. Y., Fei, S., Yao, M. Z., & Wildman, S. S. (2013), "Un/masking News in Cyberspace: Examining Censorship Patterns of News Portal Sites in China," in Gordon, J., Rowinski, P., & Stewart, G. (eds.), *Breaking the News*, Oxford: Peter Lang.

Song, S. Y., & Wildman, S. S. (2013), "Evolution of Strategy and Commercial Relationships for Social Media Platforms: The Case of YouTube," in Friedrichsen, M. & Muhl-Benninghaus, W. (eds.), *Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets*, Heidelberg: Springer, 619-632.

Lee, S. Y., & Wildman, S. S. (2012), "Protecting and promoting national cultures in a world where bits want to flow freely," in S. Pager and A. Candeub, (eds.), *Transnational Culture in the Internet Age*, Northampton, MA: Edward Elgar Publishing, Inc., pp. 389-409.

Wildman, S. & Chew, H.E. (2012). "Television in flux - Emerging Strategies for the Online Distribution of Television Programs," with Han Ei Chew, in R.S., Sharma, M., Tan and F., Pereira (eds.). *Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues*. Singapore: ICI Publishing, pp. 378-391. doi:10.4018/978-1-61350-147-4.ch030

"Explaining Prices Paid for Television Ad Time: The Purchasing Profile Model," with Hairong Li and W. Wayne Fu, in P.Y. Badillo and J.B. Lesourd (Eds.), *The Media Industries and their Markets: Quantitative Analyses*, Palgrave Macmillan, 2010, 171-194.

"Cost and Capability Drivers of Differences between Old and New Media", with C. Ting, in A. Albarran, P. Faustino, and R. Santos (Eds.), *The Media as a Driver of the Information Society: Economics, Management, Policies and Technologies*, Lisbon: MediaXXI/Formalpress - Publicações e Marketing Lda, and Universidade Católica Editora, Unipessoal, Lda, 2009, pp. 37-51.

"Delivering Media Content in a New Technological Environment: An Exploration of Implications for Television Policy," in R. May (Ed.), *New Direction in Communications Policy*, Durham, North Carolina: Carolina Academic Press, 2009, pp. 137-150.

“Strategies to Exploit the Advantages of New Targeting Technologies: Realizing the Ad Revenue Potential of Media Audiences,” in C. Dal Zotto and H. van Kranenburg, eds., *Management and Innovation in the Media Industry*, Edward Elgar Publishers, 2008, 131-150.

“New Value Chain,” in C. Scholz and E. Eisenbeis, eds., *Looking to the Future of Modern Media Management*, Lisbon, Portugal: Formalpress, 2008, 95-101.

“Indexing Diversity,” in P. Napoli, ed., *Media Diversity and Localism: Meaning and Metrics*, Lawrence Erlbaum Associates, Publishers, 2007, 239-279.

Contributing author, *Telecom Antitrust Handbook*, American Bar Association, 2005. (Note: While the written contribution was about chapter length, contributing authors are listed but not identified with specific text in this publication.)

“Paradigms and Analytical Frameworks in Modern Economics and Media Economics,” in A. Albarran, S. Chan-Olmsted & M. Wirth, *Handbook of Media Management and Economics*, Lawrence Earlbaum Associates, Publishers, 2006.

“Conditional Expectations Communication and the Impact of Biotechnology,” in S. Braman (ed.), *Biotechnology and Communication: The Meta-Technologies of Information*, Lawrence Earlbaum Associates, Publishers, 2004, 63-95.

“Broadband Deployment: Toward a More Fully Integrated Policy Perspective”, with Johannes M. Bauer and Junghyun Kim, in A. Shampine (ed.), *Down to the Wire: Studies in the Diffusion and Regulation of Telecommunications Technologies*, Nova Science Press, 2003.

“Effecting a Price Squeeze Through Bundled Pricing,” with Debra J. Aron , in S. Gillett and I. Vogelsang (eds.), *Competition, Regulation and Convergence: Current Trends in Telecommunications Policy Research*, Lawrence Erlbaum Associates, Publishers, 1999.²

“Conceptualizing Universal Service Policy: Definitions, Context, Social Process, and Politics,” with Barbara A. Cherry. In B. Cherry, S. Wildman and A. Hammond IV (eds.), *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, Lawrence Erlbaum Associates, Publishers, 1999.

“Unilateral and Bilateral Rules: A Framework for Increasing Competition While Meeting Universal Service goals in Telecommunications,” with Barbara A. Cherry. In B. Cherry, S. Wildman and A. Hammond IV (eds.), *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, Lawrence Erlbaum Associates, Publishers, 1999.

“Review of Federal Universal Service Policy in the United States,” with Barbara A. Cherry, in B. Cherry, S. Wildman and A. Hammond IV (eds.), *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, Lawrence Erlbaum Associates, Publishers, 1999.

“Towards a Better Integration of Media Economics and Media Competition Policy,” in *A Communications Cornucopia: Markle Foundation Essays on Information Policy*, R. Noll and M. Price (eds.), Brookings Institution, 1998.

“Regulatory Standards: The Effect of Broadcast Signals on Cable Television,” with James N. Dertouzos, in *A Communications Cornucopia: Markle Foundation Essays on Information Policy*, R. Noll and M. Price (eds.), Brookings Institution, 1998.

"The Economics of Minority Programming," with Theomary Karamanis, in A. Garmer, ed., *Investing in Diversity: Advancing Opportunities for Minorities and the Media*, The Aspen Institute, 1998.

"A Structure and Efficiency Approach to Reforming Access and Content Policy," with Karen D. Frazer, in C. Firestone and A. Garmer, eds., *Digital Broadcasting and the Public Interest: Reports and Papers of the Aspen Institute Communications and Society Program*, Aspen Institute, 1998.

"Interconnection Pricing and Network Competition," in *Progress in Communication Science, Volume 15: Advances in Telecommunications Theory and Research*, H. Sawhney and G. A. Barnett (eds.), Ablex, 1998.

"Funding the Public Telecommunications Infrastructure," with Bruce Egan, in *Globalism and Localism in Telecommunications*, E. Noam and A. Wolfson (eds.), Elsevier, 1997.

"Information Technology, Private Networks, and Productivity," in *Private Networks and Public Objectives*, E. Noam (ed.), Elsevier, 1996.

"One-Way Flows and the Economics of Audiences," *Audiences: How the Media Create the Audience*, J. S. Ettema and D. C. Whitney (eds.), Sage, 1994.

"The Economics of Trade in Recorded Media Products in a Multilingual World: Implications for National Media Policies," with Stephen E. Siwek, in *The International Market in Film and Television Programs*, Eli M. Noam (ed.), Ablex, 1993.

"Investing in the Telecommunications Infrastructure: Economics and Policy Considerations," with Bruce L. Egan, in the *1992 Annual Review of the Institute for Information Studies*.

"Electronic Services Networks: Functions, Structures, and Public Policy," with Margaret E. Guerin-Calvert, in *Electronic Services Networks: A Business and Public Policy Challenge*, Margaret E. Guerin-Calvert and Steven S. Wildman (eds.), Praeger Publishers, 1991.

"The Economics of Industry-Sponsored Search Facilitation," in *Electronic Services Networks: A Business and Public Policy Challenge*, Margaret E. Guerin-Calvert and Steven S. Wildman (eds.), Praeger Publishers, 1991.

"Program Competition and Diversity in the New Video Industry," with Bruce M. Owen, in *Video Media Competition: Regulation, Economics, and Technology*, Eli M. Noam (ed.), Columbia University Press, 1985.

Papers in Published Conference Proceedings

Refereed Conferences

"Government Policy and the Comparative Merits of Alternative Governance Regimes for Wireless Services," with C. Y. Ting and J. M. Bauer. In *Conference Record: 2005 1st IEEE International Symposium on New Frontiers in Dynamic Spectrum Access Networks*, 8-11 November 2005, Baltimore, MD, pp. 401-419.

"Broadband Uptake in OECD Countries: Policy Lessons from Comparative Statistical Analysis," with J. Kim and J. M. Bauer. TPRC (Communications Policy Conference), September 2003, Arlington, VA.

“Broadband Uptake in OECD Countries: Policy Lessons and Unexplained Patterns,” with J. M. Bauer and J. H. Kim, 14th European Regional Conference on the International Telecommunications Society. Helsinki, Finland, August, 2003.

Invited Papers in Conference Proceedings

“Program Competition and Advertising Strategies in the Age of Digital Television,” in *The Future of Digital Television: Market, Audience, and Policy*, proceedings of the KISDI-KSJCS International Conference of same title, held Nov. 29, 2001 in Seoul, Korea, pp. 29-45.

"Communication Technology and Productivity: The Role of Education," *Annual Review of Communication*, National Engineering Consortium, Vol. XXXXVII (1993-94).

"Controlling Occupational Radiation: Alternatives to Regulation," with L.A. Sagan and R. Squitieri, presented at the International Symposium on Occupational Radiation Exposure in Nuclear Fuel Cycle Facilities, Los Angeles, CA, June 18-22. Published in proceedings of same conference.

"Economic Issues in Mass Communication Industries," with J. N. Rosse, J. N. Dertouzos and M. Robinson, presented at the FTC Symposium on Media Concentration, Washington, D.C., December 14-15, 1978. Published in the proceedings of same conference. ^{Credited as a "with"}

"Vertical Integration in Broadcasting: A Study of Network Owned-and-Operated TV Stations," S.I.E. No. 97, Department of Economics, Stanford University, also published in the Proceedings of the FTC Symposium on Media Concentration, Washington, D.C., December 14-15, 1978.

Book Reviews

Review of *Transitioned Media: A Turning Point into the Digital Realm*, Gali Einov, Ed. *International Journal of Digital Television*, 2(2) (2011), pp. 49-53.

Review of *Webcasting Worldwide: Business Models of an Emerging Global Medium*, by Louisa Ha. *Asian Journal of Communication*, 18(1)(2008), 80-82.

“Television Via the Internet: New Directions,” article reviewing *Internet Television* by E. Noam,, J. Groebel and D. Gerbarg (eds.). *Journal of Broadcasting and Electronic Media*, 48(3), 513-517.

Review of *The Telecommunications Act of 1996: The “Costs” of Manged Competition*, by Dale E. Lehman and Dennis Weisman, *Journal of Economic Literature* (December 2002), vol. 40(4), pp. 1272-1273.

Review of *Much Ado About Culture: North American Trade Disputes*, by K. Acheson and C. Maule, *Journal of Economic Literature* (September 2001), vol. 39(3), pp. 938-940.

Review of *Television in Europe*, by Eli Noam, *Journal of Economic Literature*, December 1993.

Review of *The World Television Industry: An Economic Analysis*, by Peter Dunnett, *Journal of Communication*, Winter 1992.

Review of *Oligopoly Theory*, by James Friedman, *Journal of Economic Literature*, March 1985.

Other Publications and Working Papers

“Impacts of the Broadband Telecommunication Opportunities Program in Michigan Urban Communities,” with B. Brooks, R. LaRose, W. Ma, H. S. Tsai, J. M. Bauer and C. Steinfield. Paper presented at TPRC Conference, Arlington, Virginia, September 2013.

“Search Engines, Essential Facilities, and the New Economy,” with Adam Candeub. Paper presented at TPRC Conference, Arlington, Virginia, September 2012.

“How to Make Money by Giving Away Content You Get for Free,” with S. Y. Lee and S. Y. Song. Research Paper presented at the 10th World Media Economics and Management Conference, Thessaloniki, Greece, May 2012.

“The Economics of Usage-Based Pricing in Local Broadband Markets,” with J. M. Bauer. Report produced for the National Cable Telecommunications Association, December 2012.

“Maximizing Newspaper Profits from the Internet and Print,” Presented at TPRC Conference, Alexandria, Virginia, September 2010.

Michigan’s Communication Infrastructure Needs: Assessment and Policy Options,” Johannes M. Bauer, Kurt DeMaagd, Steven S. Wildman & Seungyun Yook, May 26, 2010. Quello Center White Paper written for Institute for Public Policy and Social Research.

“News Media Coverage of City Governments in 2009,” with Thomas Baldwin, Daniel Bergen, Frederick Fico & Stephen Lacy, July 30, 2010. Quello Center Report based on research supported by National Science Foundation Grant No. SES-0819519.

“Making US Telecommunications Policy,” with J. M. Bauer, S. Kim and Bella Mody. Working Paper, Michigan State University, 2006.

“The Effects of National Policy on the Diffusion of Broadband in OECD Countries,” with J. M. Bauer and J. H. Kim. UFL-LBS Workshop on the Future of Broadband: Wired and Wireless, Gainesville, Florida, February 2005.

“The Role of Research In Communications Policy: Theory and Evidence,” with J. M. Bauer, S. Kim and B. Mody. Quello Center Working Paper presented at the Annual Meeting of the International Communication Association, New York, May 2005.

“Modeling the Efficiency Properties of Spectrum Management Regimes,” with C. Ting and J. M. Bauer. Quello Center Working Paper, September 2003.

“The Economics of Internet Radio,” with C. Ting. Presented at The Radio Conference, University of Wisconsin-Madison, Madison, Wisconsin, July 2003.

“Foundations of Broadband Policy,” with J. M. Bauer, P. Gai and T. Muth. Paper presented at the 13th International Telecommunications Society Regional Conference, Madrid, Spain, September 8-10, 2002.

“The US Experience with Non-Traditional Approaches to Spectrum Management,” with C. Ting and J. M. Bauer. Presented at TPRC, 2003. Paper available through conference website.

"Assessing Quality-Adjusted Changes in the Real Price of Basic Cable Service," Working Paper, Michigan State University, September 2003.

"Broadband: Benefits and Policy Challenges," with J. M. Bauer, J. Kim, and T. A. Muth. Quello Center Report, Michigan State University, 2002.

"The Market for Television Advertising: Model and Evidence," with R. Keschnick and B.D. McCullough. Review of Marketing Science Working Papers, 1(2), no. 5, 2001.

"AOL-Time Warner Merger Will Redefine Business: Deal Gives AOL Access to Homes," Lansing State Journal, Feb. 6, 2000, p. 11A.

"A Framework for Managing Telecommunications Deregulation while Meeting Universal Service Goals," with Barbara A. Cherry. Presented at the Twenty-Third Annual Telecommunications Policy Research Conference, Solomons, Maryland, October 2, 1995.^E

"Monopolistic Competition with Two-Part Tariffs," with Nicholas Economedes, Working Paper, August 1995.^E

"Competition in the Local Exchange: Appropriate Policies to Maintain Universal Service in Rural Areas," with John C. Panzar, September 1993.

"An Empirical Study of Broadcast Competition to Cable," with James N. Dertouzos, July 1990.

"Competitive Effects of Broadcast Signals on Cable," with J. N. Dertouzos. Report produced for the National Cable Television Association, March 1990.

"A Model of Supply and Demand for Information in a Competitive Market," Working Paper, Northwestern University, October 1989.

"Program Choice in a Broadband Environment," with N. Y. Lee. Center for Telecommunications and Information Studies, Northwestern University, 1989.

"ATV Standards and Trade in Recorded Video Entertainment," paper presented at the Sixteenth Annual Telecommunications Policy Research Conference, October 30-November 1, 1988, Airlie, VA, revised April 1989.

"Competition, Regulation and Sources of Market Power in the Radio Industry," with Duncan J. Cameron, May 1982, revised October 1989.

"Program Choice in a Broadband Environment," with Nancy Y. Lee, Working Paper, Center for Telecommunications and Information Studies, Columbia University, May 1989.

"Trade in Films and Television Programming," with Stephen E. Siwek, presented at Trade in Services and Uruguay Round Negotiations, London, England, July 8, 1987, and Geneva, Switzerland, July 18, 1987.

"Recruiter Incentives: Effects on Performance," RAND Corporation Working Draft, April 1983.

"Anticipated Preemption and the Determination of Initial Structure in a Growing Market," UCLA Working Paper No. 267, September 1982.

"A Spatial Model of Entry Deterrence," S.I.E. No. 103, Department of Economics, Stanford University, November 1978, revised December 1980.

"Advertising, Consumer Learning and Competitive Strategies," Dissertation filed January 1980.
Also published as S.I.E. paper No. 110 by Department of Economics, Stanford University,
December 1979.

"A Study of Economic Issues in the Recording Industry," with James N. Dertouzos. Study
commissioned by the National Association of Broadcasters.

JOURNAL EDITORSHIPS

Co-Editor, *Journal of Media Economics*, Fall 2004-2008.

JOURNAL EDITORIAL BOARDS

Journal of Media Economics

International Journal of Media Management

Information, Economics, and Policy

Journal of Digital Media and Policy

Ewha Journal of Social Sciences

Nordic Journal of Media Management

REFEREEING

American Economic Review, referee

Asian Journal of Communication, book reviewer

Communication Law and Policy, referee

Communication Methods and Measures, referee

Communication Research, referee

Communication Theory, referee

Information, Economics and Policy, referee

Information Systems Research, referee

International Journal of the Economics of Business, referee

International Journal of Digital Television, referee

International Journal of Industrial Organization, referee

International Journal on Media Management, referee,

Journalism and Mass Communication Quarterly, referee

Journal of Broadcasting and Electronic Media, referee

Journal of Communication, referee

Journal of Cultural Economics, referee

Journal of Economics and Business, referee

Journal of Information, Economics and Policy, referee

Journal of Interactive Advertising, referee

Journal of International Economics, referee

Journal of Economic Literature, book reviewer

Journal of Industrial Economics, referee

Journal of Media Economics, referee

Journal of Media Business Studies, referee

Journal of Regulatory Economics, referee

National Science Foundation, proposal reviewer
Polity, referee
Review of Industrial Organization, referee
Southern Economics Journal, referee
Telecommunications Policy, referee
The Rand Journal of Economics, referee

OTHER PROFESSIONAL SERVICE ACTIVITIES

Co-convenor, conference on telecommunications free trade zones, Northwestern University, March 30, 1992. Sponsored by the Annenberg Washington Program of Northwestern University and the Illinois Commerce Commission.

Convener, half-day conference on electronic services networks at Northwestern University, April 9, 1990.

Co-convenor, day-long Washington, D.C. conference on electronic services networks sponsored by the Annenberg Washington Program, February 23, 1990.

Member, Editorial Board, *Journal of Media Economics*.

Member of Organizing Committee for the Nineteenth and Twentieth Annual Telecommunications Policy Research Conference, Solomon Island, MD.

Member, Executive Committee, Consortium for Research in Telecommunications.

Organizer, 1996 Conference on Telecommunications Policy and Strategy of the Consortium for Research in Telecommunications Policy, Evanston, IL, May 10,11, 1996

Co-organizer, Telecommunication Policy and Law Symposium: "Preventing Flawed Communication Policies by addressing Constitutional Principles", Washington, D.C., April 18, 2000.

Member, National Research Council Broadband Last Mile Committee, 1999-2001.

Vice-Chair, TPRC Board of Directors, 2004-2007

Co-Organizer, 2008 Conference of the International Telecommunications Education and Research Association

Member of Board of Directors, International Telecommunications Education and Research Association, Fall 2005-015.

Awarded Grants and Contracts

Grantor/Funder:	U.S. Federal Communications Commission
Description/Title:	IPA Assignment as FCC Chief Economist (extension of initial contract)
Role in Project:	PI
Proposal dates:	8/16/2013-11/24/2013
Amount to date:	\$69,936

Grantor/Funder: U.S. Federal Communications Commission
Description/Title: IPA Assignment as FCC Chief Economist
Role in Project: PI
Proposal dates: 1/4/2013-8/15/2013
Amount to date: \$153,593

Grantor/Funder: U.S. Department of Commerce
Description/Title: Broadband Adoption through Education and E-Entrepreneurship in Michigan's Urban Cores
Role in Project: Co-PI
Proposal dates: 12/10/2010-9/30/2012
Amount to date: \$5,215,507

Grantor/Funder: National Science Foundation
Description/Title: Scale and Complexity of Media Markets as Determinants of Local Government News Coverage
Role in Project: PI
Proposal dates: 8/16/20008-8/15/2011
Amount to date: \$498,087

Grantor/Funder: National Science Foundation
Description/Title: Collaborative Research: /achieving Innovative and Reliable Services in Unlicensed Spectrum
Role in Project: PI
Proposal dates: 7/1/2002-6/30-2005
Amount to date: \$411,222

Grantor/Funder: Ford Foundation
Description/Title: Making US Telecommunications Policy: Who Participates and Who is Heard?
Role in Project: PI
Proposal dates: 3/1/2003-2/28/2004
Amount to date: \$100,00

Grantor/Funder: Merit Network Inc.
Description/Title: Link Michigan-Regional Telecommunication Planning Council
Role in Project: Co-PI
Proposal dates: 11/1/2001-10/31/2002
Amount to date: \$59,000

Total for Funded Grants and Projects: \$6,507,345