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|  |  | Fall 2019 Tuesday 11:00-12:15 |
| COM 214  Topics in Radio Management |  | Instructor: Brian James E-Mail: bwjame1@ilstu.edu Phone: (217) 855-1426 Office: 016 Fell Hall Office Hours: M/W 11-1, TH 2-4 |
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| Overview/Catalog Description The purpose of this course is to enhance your knowledge of the day-to-day operation of a radio station and the environment in which radio functions. Each person will gain further knowledge in their respective department. Full operation of WZND as a business and a radio station is expected to be maintained by all directors and assistants throughout the semester. About This Class In this class students will learn to run and operate a radio station through practical experience at 103.3 WZND. In addition to learning valuable radio industry knowledge, students will also learn leadership and management style and theory through both readings and experience at WZND.  Student grades in this course are heavily dependent on the portfolio of work and practicum hours with 103.3 WZND. Required Text Keith. Michael C. (2010). *The Radio Station (*9th Edition). Burlington, MA: Focal Press. ReggieNet Your grades will be available on ReggieNet as grading is completed. You will receive detailed feedback in-person. There will be no assignments on ReggieNet. Grading Scale In this class you will be graded on the standard grading scale.   100% - 90% = A  89.9% - 80% = B  79.9% - 70% = C  69.9% - 60% = D  59.9% and below = F |  | **Materials Needed**  For this class you will need…   * Access to a computer * Access to a printer   **Plagiarism/Academic Dishonesty**  Plagiarism and/or cheating will result in an immediate zero on the assignment, and could result in university discipline.  **Electronic Devices in Class**  Electronic devices are not allowed in lecture or lab. Your grade will be penalized if you violate this policy, even on the first offense.  **Absence**  Absences may be excused with prior consent of the instructor. If you have an emergency, please let the instructor know as soon as possible and be ready to provide documentation.  **Assessing Late Work**  Late work is ***never*** acceptablewithout prior consent of the instructor. Any assignment less than 24 hours late will be graded with a 50% automatic deduction. Any assignment turned in more than 24 hours late will be a zero.  **Special Needs**  Any student needing to arrange a reasonable accommodation for a documented disability should contact Disability Concerns at 350 Fell Hall, 438-5854 (voice), 438-8620 (TDD) |

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| Assessment Students will be evaluated periodically throughout the semester with the following assignments and tasks…   1. Management Content: Students will be evaluated on their management and leadership skills. 2. Time Management – Students will be evaluated on their use of work time per week for completing required office hours, meeting attendance, holding necessary meetings, and prioritizing tasks. 3. Department Management – Students will be required to manage the staff and work of one department in the radio station. Besides the regular work associated with the department, goals will be established at the start of each semester that must be accomplished. The student assists in the creation of the goals. 4. Radio Station Management – As a group, students are responsible for the overall running of the radio station WZND. No department is successfully able to run without the cooperation of the other departments. Students will be evaluated on their teamwork approach to running the radio station and their efforts and success in improving the radio station. 5. Portfolio – Each student will prepare a portfolio reflective of their individual work over the course of the semester. Portfolios may consist of written work and recorded work depending upon the student’s department responsibilities. 6. Examinations – Students will take quizzes during the semester and one exam will be given. 7. Department Research Paper – Students will research their specific job at WZND using *The Radio Station*.   There are book chapters that you specifically should refer to in your paper. We will discuss this. Certain sections of the chapters will be more relevant to your job. Every student should use elements from Chapter 1.   * Below is a breakdown of assignments and tasks and their worth when calculating your final grade. Steve and Deb will help determine management grades.  Time Management 25%  Department Management. 25%  Station Management 25%  Portfolio 5%  Research Paper 5%  Exam 5%  Attendance and Participation 10% |  | Tentative Schedule  |  |  | | --- | --- | | Week 1  Aug 20 | Introduction/Syllabus  WZND and the MBO  ISU’s Radio History | | Week 2  Aug 27 | Policies, Handbook, and  Selecting Interns | | Week 3  Sept 3 | Constitution,  Teaching New Interns, Creating Office Culture | | Week 4  Sept 10 | Project Management, Time Management, and Reaction Papers | | **Week 5**  **Sept 17** | **Office Communication; Quiz** | | Week 6  Sept 24 | General Manager | | Week 7  Oct 1 | Studio Manager/Front Office | | Week 8  Oct 8 | Social Media, Multimedia | | Week 9  Oct 15 | Programming/Music | | Week 10  Oct 22 | News and Sports | | Week 11  Oct 29 | Promotions, Production | | Week 12  Nov 5 | Client Services and Traffic | | Week 13  Nov 12 | ER, PR | | Week 14  Nov 19 | Portfolio Assembly/ Portfolios Due | | **Week 15**  **Nov 26** | **Thanksgiving break** | | Week 16  Dec 3 | Review/Final Recommendations | | **Final Exam** | **FINAL** | |