
COM 314

Topics in Radio Management

Overview/Catalog Description

Specialized management training in radio station operations. Development of long range planning, problem solving, and leadership skills. Materials charge optional. May be repeated for credit if content differs. Prerequisites: Consent of the instructor.

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

- Schmidt, Eric & Rosenberg, Jonathan. (2019). *Trillion Dollar Coach*. HarperBusiness. ISBN: 0062839268
- *Trillion Dollar Coach Companion Workbook*

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

Fall 2019
Thursday 2:00 | Fell 116

Instructor: Steve Suess
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Phone: (815) 483-4043
Office: 007 Fell Hall
Office Hours: Literally All The Time

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** acceptable without 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 and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu

Assessment

Students will be evaluated periodically throughout the semester with the following assignments and tasks...

- Projects and Presentations** – Students will complete 2 large group projects during the semester focused on long-term planning of the radio station. These projects will include two presentations. After 2 weeks, the group will present to the class a project proposal, detailing all of the work they will be doing in the coming weeks. Feedback from the rest of the class will be given at this time. Then, the group will complete the work detailed in the plan and present the work they accomplished in a final presentation another two weeks later.
- Trillion Dollar Coach** – Students will read *Who Moved My Cheese*. Comprehension of material will be measured through a quiz, and students will also reflect on their own work and personal experience using the book as a lense.
- Management of WZND** – Students will be graded on their ability to manage their duties in their role at WZND. Students will be given a midterm evaluation the week after spring break. There will also be an optional meeting during finals week to discuss your performance from the entire semester and your final grade for the semester.

Below is a breakdown of assignments and tasks and their worth in percentage.

WZND Management	80%
Projects	10%
Trillion Dollard	10%

Tentative Schedule

Week 1 Aug 22	Introduction/Syllabus
Week 2 Aug 29	NO CLASS FESTIVAL ISU
Week 3 Sep 5	Trillion Dollar Coach
Week 4 Sep 12	Trillion Dollar Coach
Week 5 Sep 19	Trillion Dollar Coach
Week 6 Sep 26	Project 1 Brainstorm/Timeline
Week 7 Oct 3	Project 1 Proposals
Week 8 Oct 10	Project 1 Group Work
Week 9 Oct 17	Project 1 Presentations
Week 10 Oct 25	Project 2 Brainstorm/Timeline
Week 11 Oct 31	NO CLASS CBI CONVENTION
Week 12 Nov 7	Project 2 Proposals
Week 13 Nov 14	Project 2 Group Work
Week 14 Nov 21	Project 2 Presentations
Week 15 Nov 28	NO CLASS FALL BREAK
Week 16 Dec 5	Class Evals, End of Semester Duties and Responsibilities