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# COM 314

## Topics in Radio Management

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Spring 2024

Fell 275A

Instructor: Steve Suess

E-Mail: [sssuess@ilstu.edu](mailto:sssuess@ilstu.edu)

Twitter: @ProfSuess

Phone: (815) 483-4043

Office: 007 Fell Hall

Office Hours: See My Door!

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### 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

- No book this semester! 😊

### Canvas

We will not use Canvas for this course outside of uploading the syllabus.

### Grading Scale

In this class, 20% of your grade is based on projects and other classroom work. The other 80% of your grade is based on your performance in your position at WZND. This includes the quality and quantity of work, management of your team, and fulfilling office hour and other requirements of the internship.

### 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](http://StudentAccess.IllinoisState.edu)

## Assessment

Students will be evaluated with the following assignments and tasks...

- **Internship Description Binders** – Before we screen for new Directors, we want to make sure all of the internship description binders are in good shape. We will make sure all of them are uniform in format and content areas, edit the content with any new information that needs to be added, and peer review the final product before they get in the hands of potential new directors. Some binders will need more work than others, but we need to get this information in order before we screen new candidates.
- **Computer Storage and Desktop Management** – A few departments at WZND have immaculate filing systems. Some other departments look like Microsoft vomited on their desktop (looking at you, Traffic and News/Sports). We have a general template for computer organization thanks to a previous COM 314 project. Now we need to **do it**. We'll review the previous work from COM 314 and see what areas we need to address. We will spend time with department-specific computer filing systems, in addition to a general template. Then, we will take class time to actually implement the system. Additionally, we will clean out unneeded files to help our machines run faster and avoid software crashes, and we will make permanent plans to clean out hard drive space regularly.
- **Training Checklists** – After Management Council finishes screening interviews for Fall Director positions, we will take a look at every training checklist at WZND. Some positions have been reviewed recently (Remote Director, for example), while others may not have been reviewed in several years. Each department will have the opportunity to review their department's checklist, find edits and additions, and make those edits before training for the new crop of Directors begins.
- **Excel Workshop and Integrating Excel at WZND** – After spring break, we will start your management training section of COM 314. Instead of a leadership book and activities this semester, I will be teaching all of you how to utilize Microsoft Excel. Excel is a valuable tool for managers in any industry. Whether you're new to Excel and spreadsheets or know a bunch, there will be new things for you to learn. After the two-week workshop, we will look at ways to implement Excel into WZND.
- **End of Semester Procedures** – We will review end of the semester procedures, make potential changes to the list of procedures, and spend class time actually achieving the procedures.

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

|                 |     |
|-----------------|-----|
| WZND Management | 80% |
| Projects        | 20% |

## Tentative Schedule

|                     |                                                            |
|---------------------|------------------------------------------------------------|
| Week 1<br>Jan 18    | Introduction/Syllabus                                      |
| Week 2<br>Jan 25    | Internship Description Binders                             |
| Week 3<br>Feb 1     | Internship Description Binders                             |
| Week 4<br>Feb 8     | Internship Description Binders                             |
| Week 5<br>Feb 15    | Computer Storage and Desktop Management                    |
| Week 6<br>Feb 22    | Computer Storage and Desktop Management (NOT IN CLASSROOM) |
| Week 7<br>Feb 29    | Annual Report                                              |
| Week 8<br>March 7   | Annual Report                                              |
| Week 9<br>March 14  | <b>NO CLASS<br/>SPRING BREAK</b>                           |
| Week 10<br>March 21 | Training Checklists                                        |
| Week 11<br>March 28 | Excel Workshop                                             |
| Week 12<br>April 4  | Excel Workshop                                             |
| Week 13<br>April 11 | Integrating Excel at WZND                                  |
| Week 14<br>April 18 | Integrating Excel at WZND                                  |
| Week 15<br>April 25 | End of Semester Procedures                                 |
| Week 16<br>May 2    | End of Semester Procedures                                 |