

CMN274 Radio/TV Management Media Professional Profile Paper

Students will research a media company, interview a manager, and report their findings & personal insight in a 7-10 page paper and short presentation.

Steps to this project:

1. Select a media professional that works in a managerial role at a radio station, television station, or production company. Have it pre-approved by Prof. Voorhees no later than Feb 27. Selections are reserved on a first come, first served basis (no duplicates allowed).
2. Contact and request an interview with the media professional. The person can be the General Manager, Assistant GM, Program Director, Sales Director, etc.
3. Listen to, watch, follow, and become aware of your selected professional's company's programming.
4. Research your professional and their station and take notes on your findings. Only valid sources are to be used (Wikipedia and other open source documents are not permissible, but can be used as a starting point). Social media may be used, but findings should be cross-referenced.
5. Conduct the interview. If conducted in person, you must have a photo taken of you and your interviewee for your class presentation. If by phone, you must include an official email confirmation of your interview (usually in the form of a thank you follow up exchange). Use your research for the interview as well as the guidelines below to structure your paper. You may tailor these guidelines so they specifically relate to your particular professional & corresponding media company.
6. Combine your interview notes, research, and class insight into a research paper. The paper must include a formal bibliography and proper footnote citations (Chicago Style).
7. Present your findings to the class in a 12-15 minute Powerpoint presentation.

Structure of Paper

I. Media Professional

- i. Introduce your Media Professional
- ii. Job Title, How long with the company? Roles?
- iii. What are their primary job duties?
- iv. What do they like best & least about their job?
- v. Educational Training (College, degree(s))
- vi. How did they get started in the industry?

II. Station Background

- i. Introduce your station/program
- ii. Why did you make this selection?

III. History of Station

- i. Ownership?
- ii. Formats/Programming?
- iii. Location(s)/Launch Date?
- iv. Current Format/Programming
- v. Multicasting? Digital Switchover? HD Radio? Streaming?

IV. Programming Selection & Advertising

- i. Network/Syndication/Local?
- ii. How much of the day is programmed locally?

- iii. Dayparts?
 - iv. How is advertising structured?
 - v. What is the best method of promoting the station's or programming's brand?
- V. Production Facilities/Distribution Processes**
 - i. Studio/field productions on premises?
 - ii. Distribution of content?
- VI. Company Departments**
 - i. What are the key departments to the company?
 - ii. Size of staff? Roles of each department or dept. head?
 - iii. What is the primary focus of the company?
- VII. Target Audience/Ratings**
 - i. Identify Ratings Service
 - ii. Method of Ratings Delivery to Company
 - iii. Identify Target Audience(s)
 - iv. Is ratings researched used by the manager? How?
- VIII. Competition**
 - i. Identify competing shows/stations
 - ii. How much does it affect the manager's decisions?
- IX. Professional's Management Style**
 - i. What makes a good manager?
 - ii. What style of management do they advocate?
 - iii. How do they handle conflict?
 - iv. Any stories or examples?
- X. The Future of the Company**
 - i. Current Strengths?
 - ii. Current Weaknesses?
 - iii. Plans for the Future?
- XI. Students**
 - i. Recommendations for students looking to gain employment in this field
 - ii. Important qualities to have?
 - iii. Examples of entry level jobs?
 - iv. Salary Range for an entry level job?

TIPS:

- Be polite, but persistent. You may not get a call back right away. Media professionals are busy people. Sometimes speaking to the front desk or executive assistant can help you get through. Use connections! Available through Social Media? (LinkedIn)
- Interviews need to be confirmed by February 27.
- Interviews should be conducted face-to-face. No email or written correspondence permitted. Arrangements by phone may be made with special permission only.
- Interviews should be conducted in a professional and courteous manner.
- Be well-prepared for the interview – DO YOUR RESEARCH FIRST! Study your notes, have questions prepared in advance. Well-prepared students have better interview experiences and have even been offered internships in the past!
- Dress professionally for the interview – business casual – nice shirt, slacks, skirt, etc. Represent yourself and Mercer well!
- Always follow up with your media professional with a thank you email or letter. Some professionals will request a copy of your paper.