

CMN 274 Radio & TV Management

Spring 2014

Tues & Thurs 10-11:30am

Room: AD119

Professor Steve Voorhees

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Office Hours: Mon 4-6pm, Tues 1-3pm, Wed 2:30-3:30pm, and by appointment

Course Website: <http://www.mccc.edu/~voorhees/cmn274>

Course Objective:

Students will be able to:

- Describe the traditional and current organizational forms by which radio, television and online media content are managed.
- Discuss the historical perspective of managing media and explain current FCC legislations and policies.
- Identify and apply responsible and ethical leadership skills to current broadcast models and explore management techniques through current events.
- Demonstrate understanding of organizational structures of media companies

Required Text:

Albarran, Alan B. *Management of Electronic Media*. Fifth Edition. Wadsworth: Boston, 2013.

Attendance:

Attendance is expected for this course and lates are unacceptable. Accumulating five absences will result in withdrawal from the course or an automatic failing grade.

If you have any special needs or concerns, please feel free to see me personally or contact me through e-mail.

Grading:

Profile Paper – 30%

Mock Station Project – 15%

Sales Team Project – 10%

Quizzes – 5%

Final Exam – 15%

Homework/Exercises/Presentations – 15%

Participation/Attendance – 10%

Grade Scale:		
100-93 A	86-83 B	76-70 C
92-90 A-	82-80 B-	69-60 D
89-87 B+	79-77 C+	59-0 F

Important Dates:

Mock Stations operate Sunday, February 2 – Saturday, March 15

Overview of Assignments & Projects:

Profile Paper – Students will research and select a media professional to interview and present their findings to the class. Full instructions are posted on the class webpage.

Mock Station Project – Students will each create a television station and form a programming lineup from a list of network primetime shows. Stations will compete with one another through a ratings analysis to see which lineup is most successful in the 18-49 audience range. Full instructions are posted on the class webpage.

Sales Team Project – Working in class, students will form small groups and create a sales plan for a particular radio or television network. Drawing from class notes and readings, each group's goal is to come up with an effective sales strategy to convince a particular client to purchase commercial time on their network.

Current Events Presentation – Each student will select a news story pertaining to the media industry and present it – by explaining its significance and facilitating a discussion.

Social Media In-Class Exercise – Working in pairs, students will select a media company and research its social media footprint, detailing the different platforms the company uses, how it uses these platforms, and the ways in which Web 2.0 affords audiences the ability to interact within these digital spaces. Students will then present their findings to the class.

Field Trips – Throughout the semester, we may be taking field trips to different media companies and stations in the tri-state area. These are often scheduled at the convenience of the media companies and the class schedule will be altered as necessary. If students are unable to attend a trip, an alternative assignment will be arranged.

Schedule: (subject to change)

Date	Class	Assignment Due
1/21	Introduction	
1/23	Managing Media	Read Chapter 1
1/28	Audience Research & Ratings	Read Chapter 7
1/30	Create Mock Station	Make TV Show Selections
2/4	Profile Paper Overview	
2/6	The Media Marketplace	Read Chapter 2
2/11	Trip to ABC Studios Philadelphia	
2/13	Media, Technology, & Consumers	Read Chapter 12
2/18	Content: Strategy & Distribution	Read Chapter 8
2/20	Regulatory Influences	Read Chapter 11
2/25	Regulatory Influences Cont'd	
2/27	Marketing & Sales	Read Chapter 9
3/4	Commercial Sales	Readings will be provided *Media Professional Selection Due
3/6	Sales Project Team Work	
3/11	Trip to Clear Channel Radio Philadelphia	
3/13	Sales Project Team Work	
3/17-3/21	Spring Break; No Class	
3/25	Group Sales Project Presentations	Sales Powerpoint Due
3/27	Technology & Social Media Practices	Read Chapter 13
4/1	Social Media Seminar	Read <i>Social TV</i> Excerpt
4/3	Social Media Exercise	
4/8	Social Media Exercise	Mock Station Report Due
4/10	Mock Station Presentations	
4/15	Mock Station Presentations	
4/17	Ethics of Management	Read Chapter 3
4/22	Theories of Management	Read Chapter 4
4/24	News & News Management	Read Chapter 10
4/29	Final Exam Preparation	
5/1	Media Professional Profile Presentations	Profile Paper Due
5/6	Media Professional Profile Presentations	
5/8	Final Exam	