

COMM 309 Media Management (4 credits) Fall 2019

COURSE SYLLABUS

Instructor: Dave Madsen, Assistant Professor & Dept. Head, Dept. of Mass Communication
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Office Hours: M: 9:30-11:00am/ T: 1-2pm/TH: 2-3pm (and by appointment...just call ahead)
Email: madsend@morningside.edu
Class meetings: Monday, Wednesday, Friday 8:00-9:05am, LIBR 110

Required Textbook for all students—

Management of Electronic & Digital Media, Alan B. Albarran, 6th Edition, 2017,
Cengage. ISBN: 1-305-07756-3

Bookmark these websites:

<http://www.jprof.com/2013/08/21/newspaper-organizational-chart/>

<http://www.cjr.org/author/jill-geisler/> - Jill Geisler's column for the Columbia Journalism Review on various media management issues. Learn more about her at http://whatgreatbossesknow.com/?page_id=24

<http://www.poynter.org/author/jgeisler/> - Jill Geisler's blog entries from the Poynter Institute.

<https://www.facebook.com/WhatGreatBossesKnow/?fref=ts> – Geisler's Facebook page

OVERVIEW

This course will be a comprehensive look at media management, including, but not limited to topics such as: the basic schools of management theory; specific organizational structures for various media: radio, commercial and public TV, cable TV and newspapers; Regulations governing media; Broadcast sales, research and ratings; and employment opportunities in media.

This course will require considerable reading, writing and active participation in class. Several short-to-medium-length papers and projects will be assigned on topics as listed below, in addition to some projects which can be done by small groups of students.

OBJECTIVES

Upon successful completion of this course, students will:

1. Be able to demonstrate factual knowledge of the basic terminology needed for management of commercial and public TV and radio stations, cable systems and newspapers, including, but not limited to, specific vocabulary words and applicable FCC rules and regulations
2. Have an understanding of fundamental principles of management and departmental responsibilities within the media mentioned in #1
3. Develop skills, competencies and points of view needed by managers of media outlets mentioned above.
4. Further develop their skills in expressing themselves in writing.

Several papers/assignments are an integral part of this course. The format specs for all papers are the same: double spaced, with one-inch margins and 12-point Times New Roman font. Upper left corner of page one shows your name, instructor's name, course/assignment, and date. Double space and center your title; then double space again and begin text with paragraph indentation. Number pages in upper right corners. Follow MLA format for documentation of sources referenced. Spelling, punctuation, grammar, etc. are all important.

NOTE: for writing assignments that are Moodle posts rather than formal papers, I won't be as sticky about spelling, etc. It's more important for me to get your ideas.

PAPERS/PROJECTS:

1. This will be a group presentation, for which you should choose one or two other students in the class to work with you. Read the "What's Ahead?" post on Moodle, which is a section of a previous textbook from this course. (realize this older book was written in 2006, so you may need to do some updating of info) Develop a presentation to tell the class about some portion of that section, and explain why you agree or disagree with the author's predictions for the future. Topics are exclusive, so you must get instructor's approval before beginning work on this assignment. Due 10/21 for class presentation.
2. Write a 4-5 page paper with your thoughts on any of the columns written for the Columbia Journalism Review by leadership and management consultant, Jill Geisler. Your paper should show a good understanding of the issue raised by Ms. Geisler, and you should expand on that issue, giving your thoughts and using at least 4 references other than the blog. References may include published written materials (including online sources) or interviews with media professionals conducted by the student. Ms. Geisler's columns are found at the various links shown on page 1 of this syllabus. **Paper is due 8am, Oct. 25.**
3. Company Analysis—(with thanks to David Sabaini, Indiana State Univ.) This assignment requires you and a partner to study all aspects of a LOCAL Sioux City media outlet's operations. You may choose any radio or TV station or cable company, newspaper, magazine, advertising agency, or other media outlet for this assignment as long as no one in the class has previously elected to study that organization. *Note: you are to study a LOCAL operation, as substantial exposure to the outlet's product and at least one visit to the outlet are required to complete this assignment.* The goal of the assignment is to gain an in-depth understanding of one firm's finances, products, organizational structure, etc. This report should NOT include proprietary information, nor should the media outlet be asked to provide such proprietary and/or confidential information. The end product of this assignment will be both a written paper (4-5 pages) and an in-class presentation of 8-10 minutes. **Due date for selection of your media outlet is Friday, Aug. 30. Due date for the completed project is 5pm, Nov.24**
4. **Final Paper:** Read the provided excerpt from "Balancing on the Wire" by James Redmond, (the section titled "Homogenization of Media"). Write a 5-6 page paper on **any one topic** discussed in the excerpt. This should NOT be a review or rewrite of the entire excerpt. I want you to pick ONE of his topics and write a paper on that topic. This will require at least 6 outside sources that are specifically relevant to your topic. If you choose to cite any of the sources mentioned in the article, you must find the original source. This should be a well thought-out paper, with research, thesis, exposition, conclusion and properly cited sources. I want to know what YOU think about your topic...and that you've got some research to support your position.

Also, please include some observations in your paper about how your position might be affected if you were a manager at a TV station, radio station or newspaper. Or maybe approach it from the idea of how you think the media could improve on whatever issue you're discussing.

Final Paper due dates:

Sept. 13: Topic selection

Oct. 16: Annotated bibliography due

Nov. 15: A hard copy first draft is due for a peer review.

Week of Nov. 18: paper conferences with Madsen

Dec. 3: Final paper is due 11:59pm. Turnitin.com will be used for submission of the final paper.

Final Exam: there will be a final exam, designed to cover material from the required readings and class discussions throughout the semester. A student who actively participates in class and does the required reading should have no concern about being prepared for this final exam.

A Note on Computers and Other Technology: You may bring your laptops or tablets to class, however, you should keep them closed unless we are specifically doing a class project involving the computer. If you want to take notes (and you *should* take notes) great, do it the old fashioned way with a pen and paper. Research has shown that note-taking by hand is much more effective than using a computer. **Cell phones must be turned off and no other portable electronic devices may be used in class. I WILL call you out on this if I see your phone is out during class.**

Revisions: The instructor reserves the right to alter this syllabus at any time throughout the semester.

Outcome Assessment: Grades for this course are based on the following:

Participation/Attendance: (42 class periods @ 3 points)	126 points
Small Assignments/Quizzes	165 points
Assignment #1-What's Ahead?	50 points
Assignment #2-Geisler column	50 points
Assignment #3-Company Analysis	100 points
Final Paper:	100 points
Final Exam:	<u>50 points</u>
TOTAL:	641 points

Grading Scale:

A	93-100%	B+	87-89%	C+	77-79%	D+	67-69%
A-	90-92%	B	83-86%	C	73-76%	D	63-66%
		B-	80-82%	C-	70-72%	D-	60-62%
						F	59% ↓

Academic Honesty Policy

Morningside College has a very specific Academic Honesty Policy, some of which is paraphrased here. The entire policy is available in the student handbook, it is in the Course Catalog, and it is posted on the Moodle site for this course. Students will be expected to read and comply with the policy. Consequences for noncompliance are outlined in the complete published version of the policy.

In an academic community, students are encouraged to work together to help each other learn. Yet all work a student submits or presents as part of course assignments or requirements must be his or her own original work unless expressly permitted by the instructor. This includes individual and group work in written, oral, and electronic forms. In addition, all work for this class must be work originally done for this class. NOTE: you may be assigned some group work in this course, but all written materials submitted must be your own original work unless specifically allowed otherwise.

Plagiarism is a major form of dishonesty and will not be tolerated. When students use another person's ideas, thoughts, or expressions (in writing or other presentations), each instance must give some form of acknowledgement to the source.

Course Policies

- The media business works on very strict deadlines. We will work under these same professional standards. There are no late assignments in this course without specific advance arrangements being made between you and me. All writing assignments must be submitted by the deadline provided to be considered handed in on time.
- On-time attendance in class is expected. If you must miss a class, you must contact me in advance by email, text or phone.
- You are responsible for any class material you miss.
- Each class period will have a potential participation score of 3 points. A late arrival will reduce your participation score by one point for each infraction. An absence will reduce your participation score by three points. I understand there are some absences that are unavoidable due to sanctioned Morningside activities, such as athletic events. For those absences to be marked excused, you must advise me of the absence in advance.

Accommodations: Morningside College offers accommodations for students who have documented learning disabilities or Attention Deficit Disorder. Appropriate accommodations for each student are determined from the documentation. For more information, contact Dr. Lillian Lopez, vice president for advising, at lopez@morningside.edu or 712-274-5030.

Revisions: *The instructor reserves the right to alter this syllabus at any time throughout the semester.*

Class dates and schedule of assignments:

<p>Wednesday, August 21, 2019</p>	<p>Interview partner as if interviewing for a job & present to class Course overview (do you have the textbook?) Communication by email, so be sure to check email regularly. Explain Moodle Have you ever been a manager? Known a good/bad manager? “Balancing on a Wire” excerpt #1 (Moodle)—for Friday, have two questions to ask me or the class to make us think about the reading For Friday, listen to podcast excerpt: “Even CEOs get nervous about their jobs” For Friday, read syllabus (on Moodle) For Friday, read one of 3 readings on Moodle...to be assigned.</p>
<p>Friday, August 23, 2019</p>	<p>Discuss/Review syllabus & “Nervous CEOs” podcast Discuss assigned Moodle readings (assign to groups of 2 to present) For Monday, read Ch. 1, p 1-5...look for “Management is not a static concept” and “Seven Traits of an entrepreneur.” Find another definition of “management” and post on Moodle. For Monday, watch video: “John Oliver—the State of Journalism” Assign: 300 word Moodle post on “DUI Arrest- Case Study,” due 9/6, 8am.</p>
<p>Monday, August 26, 2019</p>	<p>Discuss definitions of management Discuss “Balancing on a Wire” #1 Discuss pp. 1-5: did you find “Management is not a static concept” and “Seven Traits of an entrepreneur?” Discuss “John Oliver—the State of Journalism” For Friday: look at 2 PowerPoint Moodle posts. Be prepared to discuss.</p>
<p>Wednesday, August 28, 2019</p>	<p>Chap. 1-pp. 11-19: Levels of Mgmt, Skills & Functions, Planning, Organizing Watch TV/Radio/Newspaper to find mgmt issues to discuss. Post on Moodle by 9/4, 8am. “Balancing on the Wire” excerpt #2 from “Homogenization of Media” for Final Paper topics—(Moodle) Sample papers available on Moodle Organization flow charts on Moodle. Be prepared next time to compare the various charts—see assignment on Moodle. NOTE: Last day to add a course</p>
<p>Friday, August 30, 2019</p>	<p>Discuss PowerPoint lessons. Finish Skills & Functions Influencing/Directing/Communication/Motivating/Training/Controlling Station organization excerpt on Moodle. Divide into groups to teach sections Discuss radio/TV flow charts in class, including newspaper info from “Wire” handout. For next class, do the radio station flow chart exercise on Moodle. Today is deadline to choose media outlet for “Company Profile” assignment Reminder: Moodle post on DUI Arrest-Case Study, due 9/6, 8am</p>
<p>Monday, September 2, 2019</p>	<p>No Class—Labor Day</p>
<p>Wednesday, September 4, 2019</p>	<p>With partner, compare radio station chart exercise and discuss in class. Discuss Mgmt issues from Moodle Final Paper questions? Topic is due Sept. 13. For Friday, assigned readings (1 of 3) Reminder: Moodle post on DUI Arrest-Case Study, due 9/6, 8am.</p>
<p>Friday, September 6, 2019</p>	<p>Class discussion on DUI Case Study Discuss “Live TV vs. Netflix” or “New Study Blasts Radio” or “Local News is Most Trusted” as assigned Begin Chap. 2: Markets (25-27), Economies of Scale/Vertical Integration (30-32), Forces Affecting Markets (33-34). (Economics/Tech/Regulatory)</p>

Monday, September 9, 2019	<p>7 day review Handout “organizing a station”—group activity in class. Vocab sheet—pre test Begin Chap. 5: Financial Management –Accounting/Reports, etc. What’s important on p. 89? Be able to define & discuss: Budgeting, Monitoring, Controlling Compare Nielsen DMA market sizes Paper topics are due Friday this week. Note: Jobs Extra Credit, due 12/6</p>
Wednesday, September 11, 2019	<p>Continue Financial Mgmt--with vocab sheet See Chart of Accounts on Moodle For Friday: Chap. 5 Case Study p. 109—Moodle assignment For discussion on Friday, 9/20, chose one of the Ch. 6 case studies (p. 136 or 138) and write a 300 word Moodle post. Assignment is due 8am on 9/20.</p>
Friday, September 13, 2019	<p>Finish up Financial Mgmt--with vocab sheet Discuss Case Study p. 109 Discuss possible Final Paper topics For Monday, Read Chapter 6, Managing Personnel pp. 115-123: Hiring, Interviewing, Orientation, Probationary Period</p>
Monday, September 16, 2019	<p>Discuss Company Analysis papers...what to look for? Discuss “Do Millennials Give a S*^%?”—article on Moodle Start Chapter 6: Managing Personnel Explain extra credit opportunities (explained on Moodle) Reminder for Friday, 9/20, chose one of the Ch. 6 case studies (p. 136 or 138) and write a 300 word Moodle post. Assignment is due 8am on 9/20.</p>
Wednesday, September 18, 2019	<p>Continue Chap. 6: pp. 123-128: Performance Reviews, Promotion, Termination, PT, Interns REMINDER: Assignment #1 “What’s Ahead?” group presentations are 10/21. Your group must choose a topic to be approved by the instructor. See details earlier in the syllabus.</p>
Friday, September 20, 2019	<p>Finish Ch. 6: pp. 128-134 : EEO, Other Laws, Unions, FMLA Ch. 6 Case Study Class discussion in groups Before class today, read David Meerman Scott’s ideas about social media use (on Moodle), compare to old textbook excerpt and your own thoughts. Assignment for Monday 9/23: Research EEO forms on local station websites. Also, see “Choose a New Manager,” for work groups...due 9/23.</p>
Monday, September 23, 2019	<p>Class discussion: Reports on EEO forms from station websites. Class discussion: work group activity “Choose a New Manager.” Chapter 6 followup if needed Review Chap. 1, 2, 5, 6</p>
Wednesday, September 25, 2019	<p>Take Exam Chap. 1, 2, 5, 6 Discuss Political Advertising Advisory</p>
Friday, September 27, 2019	<p>Begin Ch. 8-Programming (Radio p. 165-171) Submit questions for 10/4 guest to Moodle by 11:59pm Sun, 9/30</p>
Monday, September 30, 2019	<p>Discuss questions for 10/4 guest. Do we need to continue to do this? Continue Ch. 8 (TV/Cable p. 171-183) For 10/8: Ch. 8 Case Study p. 186 or 187 REMINDER: Annotated Bibliography for final paper is due 8am 10/16 REMINDER: Assignment #1 “What’s Ahead?” group presentations are 10/21.</p>
Wednesday, October 2, 2019	<p>No class—All Campus Event Day: Into the Streets. There will be a Mass Comm group for this.</p>
Friday, October 4, 2019	<p>Guest speaker: Dennis Bullock, GM, Powell Broadcasting radio stations What radio formats are in Sioux City? Post on Moodle by 8am 10/7 Reminder: Jobs Extra Credit is due 12/6.</p>

Monday, October 7, 2019	<p>Radio formats assignment discussion Discuss Guest Speaker from 10/5 and plan for speaker on Wednesday Finish Ch. 8: TV/Cable Programming Ch. 8 Case Study discussion REMINDER: Annotated Bibliography for final paper is due 8am 10/16</p>
Wednesday, October 9, 2019	<p>Guest speaker: John Curry, VP & General Manager, KCAU-TV, Sioux City.</p>
Friday, October 11, 2019	<p>Discuss KCAU guest Begin Newspaper Management discussions. How is it different than TV/Radio? Are we ready for guests on Monday? REMINDER: Assignment #2 (Geisler column) is due Oct. 25, 8am</p>
Monday, October 14, 2019	<p>Guest speakers: Bruce Miller, Editor, Sioux City Journal & Chad Pauling, Interim Publisher For Wed: read 2 of the 3 newspaper articles on Moodle and email me with your thoughts.</p>
Wednesday, October 16, 2019	<p>NOTE: Midterm grades are due today. There will NOT be a midterm exam...so the midterm grade will be based on attendance, participation and other assignments to this point in the semester. Note: Annotated Bibliography for final paper is due 8am Discuss bibliography Discuss Journal guests Discuss newspaper articles from Moodle Continue Newspaper management discussions NOTE: "Jobs" Extra Credit...due 12/6.</p>
Friday, October 18, 2019	<p>No class—Fall Break</p>
Monday, October 21, 2019	<p>Children's TV p. 251-252. Also, what info can you find about "Community Problems and Needs" that is required to be included in the Public File? "What's Ahead?" presentations</p>
Wednesday, October 23, 2019	<p>Finish "What's Ahead" presentations (if needed) Begin Chap. 7: Research (pp. 141-150) NSI Report on Syndicated Programs & KTIV one sheet In class activity: get FCC reports from station websites for discussion</p>
Friday, October 25, 2019	<p>Continue Chap. 7: Research (pp. 150-158) REMINDER: Assignment #2 (Geisler) is due TODAY, 8am For Monday: Find examples of promos from local stations; discuss on Moodle. <u>Assignment:</u> You'll be assigned one Case Study on a Moodle excerpt (pg. 218-219). Read it and post your 300 word Moodle response by 8am Wed. 10/30 and be prepared to discuss it in class.</p>
Monday, October 28, 2019	<p>Discuss TV Promo examples Begin Chap. 9: Marketing (pp. 191-195)</p>
Wednesday, October 30, 2019	<p>Continue Chap. 9, pp. 212-214 Discuss Case studies REMINDER: First Draft of Final Paper is due Nov. 15, 8am</p>
Friday, November 1, 2019	<p>Guest speaker: David Washburn, Director of Programming & Marketing, KTIV-TV Difference between Contest and lottery? (p. 254) Discuss on Monday</p>
Monday, November 4, 2019	<p>Begin Chap. 11: Regulatory Influences (p. 241-251) Discuss difference between Contest and Lottery Read/Pair/Share—Attack Ads Read "Avoiding Illegal Content on the Air" (on Moodle) for discussion on Wed. NOTE: Tomorrow is last day to DROP a class</p>

Wednesday, November 6, 2019	NFL Blackout rules Continue Chap. 11, p. 251-256...with vocab list Discuss "Avoiding Illegal Content on The Air" For Friday: Ch. 11 Case Study "Is It a Hoax" p. 262 OR "Political Advertising" p. 263 20 point optional Extra Credit Assignment: Choose one Case Study "Sales," and write 300 word Moodle entry. Due date Nov. 18, 8am.
Friday, November 8, 2019	Discuss Chap. 11 Case Studies Finish Chap. 11 (vocab list) Begin Public Broadcasting/fundraising, programming, ratings, etc. REMINDER: First Draft of Final Paper is due Nov. 15, 8am
Monday, November 11, 2019	TBA
Wednesday, November 13, 2019	Guest speaker: Mark Munger, GM, Siouxland Public Media (KWIT-FM) in Sioux City. REMINDER: Assignment #3 "Company Analysis" is due 5pm, Nov. 24
Friday, November 15, 2019	Discuss KWIT guest's presentation First Draft of Final Paper is due—hard copy. We will do a peer review of the paper in class. See NPR Forum assignment on Moodle for Monday.
Monday, November 18, 2019	NPR Forum Discussion Begin Chap. 10: News pp. 221-231 "Sales" Extra Credit is due 8am See "Madsen Thesis Assignment" on Moodle. Due Dec. 6. Schedule paper conference with Madsen before 12/3 Assignment #3 "Company Analysis" is due 5pm. Nov. 24.
Wednesday, November 20, 2019	Finish Chap. 10 pp. 231-235 For Wed: Chap. 10 Case Study, p. 236 or 238
Friday, November 22, 2019	Discuss Chap. 10 Case Studies Jobs Extra Credit...due 12/6 Company Analysis due 5pm Nov. 24
Monday, November 25, 2019	Company presentations in class. These will be videotaped for "Oral Communication" assessment
Wednesday, November 27, 2019	No Class—Thanksgiving Break
Friday, November 29, 2019	No Class—Thanksgiving Break
Monday, December 2, 2019	Review Syllabus: can we associate outcomes w/various assignments? Work on Final paper Final Paper is due 12/3, 11:59pm on Turnitin.com
Wednesday, December 4, 2019	Semester Review (Chap. 7, 8, 9, 10, 11) IDEA course evaluations...BRING YOUR LAPTOP
Friday, December 6, 2019	Last Day of Class Semester Review (Chap. 7, 8, 9, 10, 11) Madsen Thesis assignment due 8am Jobs Extra Credit is due.
Friday, December 13, 2019	Final Exam 7:45-9:45am