

COM 317 Media Management

Credit Hours: 3

In Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite: None

Theory and practice in broadcast management for radio and television stations, cable networks, online digital media; focus on structure, budget, sales, regulations; focus on audience-building aspect of programming and management.

Reasons for Revision:

(2008). This course, formerly called Broadcast Programming and Management, was last revised in 1997 as part of a departmental program restructuring. This new proposal is part of a general program review through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. This revision keeps the course in compliance with requirements of the Accrediting Council for Education in Journalism and Mass Communication, specifically addressing ACEJMC standards focused on writing, law and ethics.

Student Learning Outcomes: At the completion of this course, students will be able to:	Course Content References:	Assessment:
1. Identify basic organizational structures of the television, radio, cable and/or digital media industries	I, II	1. Exams, papers, applied projects, presentations
2. Recognize and discuss ethical, regulatory, economic and organizational pressures in a changing media environment	I, II, III	2. Papers, applied projects, presentations
3. Analyze the relationship among programming decisions, audience-building, sales opportunities, and management strategy and objectives	II, IV, V	3. Exams, papers, applied projects
4. Conduct and analyze audience research	IV	4. Applied projects, presentations
5. Explain the role and practices of media sales and promotion	V	5. Exams, applied projects, presentations

Course Content:

- I. Management
 - A. Decision-making process
 - B. The business of media
 - C. Media ownership
 - D. Media personnel
 - E. Ethical and legal aspects of media management
- II. Programming
 - A. Gatekeeper
 - B. Audience
 - C. Programming theory
 - D. Programming issues
 - 1. Sex
 - 2. Violence
 - 3. Politics
 - 4. Children's programming
 - 5. FCC regulations
 - E. Programming practices
 - 1. Formats and program genres
 - 2. Day-parts and time slots
 - 3. Competitive programming and counter-programming
 - F. Program genres
 - 1. Music
 - 2. News
 - 3. Talk
 - 4. Sports
 - 5. Entertainment
 - 6. Public affairs
- III. Distribution Vehicles
 - A. Commercial broadcast television
 - B. Cable television
 - C. Broadcast radio
 - D. Satellite radio
 - E. Public broadcasting
 - F. New media opportunities
- IV. Audience Research
 - A. Ratings
 - B. Data gathering for television
 - C. Data gathering for radio
 - D. Data gathering for digital media
 - E. Use and misuse of data
- V. Media Sales
 - A. Network sales
 - B. Local sales
 - C. Affiliation agreements and clearances
 - D. Sales reps
 - E. Sales techniques
 - F. Promotion techniques

Resources:

Scholarship:

- Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O., Eds. (2005). *Handbook of media management and economics*. Mahwah NJ: Erlbaum.
- Aris, A., & Bughin, J. (2005). *Managing media companies: Harnessing creative value*. New York: Wiley.
- Blumenthal, H.J., & Goodenough, O. R. (2006). *This business of television* (3rd ed.). New York: Billboard.
- Eastman, S.T. (2009). *Media programming strategies & practices* (8th ed.). Boston: Thomson Wadsworth.
- Eastman, S.T., Ferguson, D.A., & Klein, R. (eds.). (2006). *Media promotion & marketing for broadcasting, cable & the Internet* (5th ed.). London: Focal.
- Ellis, E. (2004). *Opportunities in broadcasting careers*. New York: McGraw-Hill.
- Geller, V. (2000). *The powerful radio workbook*. Nashville: M Street Publications.
- Geller, V. (2007). *Creating powerful radio*. Burlington MA: Focal.
- Gross, L., Gross, B., & Perebinosoff, P. (2005). *Programming for TV, radio and the internet* (2nd ed.). London: Focal.
- Grant, A. E. (2009). *Understanding media convergence*. New York: Oxford University Press.
- Guld, M. (2005). *The million dollar media rep: How to become a television and radio sales superstar*. Richmond VA: Guld Resource Group.
- Herweg, G.W. (2007). *Future sell*. Woburn MA: Focal.
- Kaye, B.L. (2001). *Just a click away: Advertising on the Internet*. Needham Heights MA: Allyn & Bacon.
- Keith, M.C. (2006). *The radio station* (7th ed.). London: Focal.
- Mauthe, A., & Thomas, P. (2004). *Professional content management systems: Handling digital media assets*. New York: Wiley.
- McCoy, Q. (2002). *No static: A guide to creative radio programming*. Manhasset, NY: Backbeat.
- Mogel, L. (2004). *This business of broadcasting*. New York: Billboard.
- Patterson, D. (2003). *Radio station*. Charleston SC: BookSurge.
- Pringle, P., & Starr, M.F. (2005). *Electronic media management* (5th ed.). London: Focal.
- Reese, D., Gross, L., & Gross, B. (2005). *Radio production worktext: Studio and equipment*. London: Focal.
- Schultz, B. (2001). *Sports broadcasting*. London: Focal.
- Vizjak, A., & Ringlsetter, M.J. (2003). *Media management*. New York: Springer.
- Walters, D. (2006). *How to build a radio station*. London UK: Lulu.
- Wicks, J. L., Sylvie, G., Hollifield, C. A., Lacy, S., & Sohn, A. B. (2003). *Media management: A casebook approach*. Mahwah, NJ: Erlbaum.

Wittebois, J. H. (2004). *The soap opera paradigm: Television programming and corporate priorities*. Lanham, MD: Rowman & Littlefield.

Periodicals:

Advertising Age

Broadcasting and Cable Magazine

Columbia Journalism Review

Critical Studies in Mass Communication

Journalism and Mass Communication Quarterly

Journal of Broadcasting and Electronic Media

Electronic Resources:

Academy of Television Arts & Sciences

<http://www.emmys.org/>

American Federation of Television and Radio Artists (AFTRA)

<http://www.aftra.com/aftra/aftra.htm>

American Women in Radio and Television

<http://www.awrt.org/>

Advertising Age

<http://adage.com/>

Arbitron Radio Ratings and Media Research

<http://www.arbitron.com/home/content.stm>

International Academy of Television Arts & Sciences (IATSE)

<http://www.iemmys.tv/>

National Association of Television Program Executives (NATPE)

<http://www.natpe.org/natpe/>

Nielsen Media Research

<http://www.nielsenmedia.com/nc/portal/site/Public/>