

Media Management

Comm 425

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Office Hours: W 4-6pm, and by appointment. I am frequently in 211-D throughout the day, and you are welcome to drop in there anytime. However, you'd be certain to find me if you set an appointment ahead of time.

Introduction and Objectives

This course is an introduction to media management. It has two objectives: to achieve an understanding of how media in this country work; to understand how issues of management apply across various media.

The first class each week will discuss a different medium in terms of:

- a) historical development
- b) current ownership
- c) how the product(s) is created
- d) how the product(s) is distributed
- e) economics of the business
- f) kinds of employees
- g) use of technology
- h) competitive strengths and weaknesses
- i) legal restrictions
- j) current challenges

The second class each week will discuss issues common to all the media:

- a) ethics
- b) diversity
- c) community responsibility
- d) sales
- e) convergence
- f) human relations management

We will use the last 15 minutes of each class period to discuss current media issues, offered either by students or the instructor.

Text and Readings

MEDIA ECONOMICS by Alan Albarran, Iowa State Press, 2nd edition, 2002

MEDIA MANAGEMENT REVIEW by Charles Wagner, Lawrence Erlbaum Associates, 1997

Access to www.newsroomleadership.com, www.poynter.org Leading Lines, [The New York Times](#) and [The Wall Street Journal](#) will provide extra credit possibilities each week for the discussion of current media management issues.

Class Calendar

- Week #1 INTRODUCTION TO MEDIA MANAGEMENT-course requirements; book report list; grading; defining and selecting specific media
- NEWSPAPERS (Albarran, pages 147-160)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- Week #2 PRODUCT SALES (Wagner, pages 157-176)-looking at media as products to be sold and consumed; basic structure of sales presentations; organizing sales force; rewarding sales employees.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- MAGAZINES (Albarran, pages 161-171)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- Week #3 ETHICS (Wagner, pages 115-125)-review of SPJ ethics policy; case studies in ethics decisions; crises of unethical media behavior.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- BOOK PUBLISHING (Albarran, pages 172-186)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- Week #4 DIVERSITY-minority employment across media; stereotyping; ethnic media.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- RADIO (Albarran, pages 59-71)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.
- Week #5 COMMUNITY RESPONSIBILITY (Wagner, pages 91-103)-role of media in community; shapers or reflectors of society; public service; ombudsmen; National Public Broadcasting.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

NETWORK TELEVISION (Albarran, pages 72-85)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

Week #6 TECHNOLOGY-how technology has changed how media work; creation of new “media” as a result of new technology.

Book report due end of class period

LOCAL TELEVISION (Wagner, pages 29-38)guest speaker from local television management.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

Week #7 CONVERGENCE & MERGERS (Wagner, pages 65-90)-cross ownership; conflicts of interest; blurring of traditional media roles; corporate ownership outside media industries

CABLE (Albarran, pages 86-101)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

Week #8 HUMAN RELATIONS MANAGEMENT (Wagner, pages 39-53 and 147-155)- managing people; work loads; how to fire someone; downsizing; conflict resolution.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

INTERNET (Albarran, pages 102-118; Wagner, pages 15-28)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

Week #9 LEGAL ISSUES (Wagner, pages 105-114)-libel; invasion of privacy; protection of sources; jailed journalists.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

FILM AND VIDEO (Albarran, pages 119-131)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges.

Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

Week #10 WHAT MAKES MEDIA INDUSTRIES DIFFERENT(Wagner, pages 180-182)-how are media companies different from manufacturing and service related companies.
Extra credit two paragraph synopsis of current media management issue due end of first hour of class.

RECORDING (Albarran, pages 132-146)- historical development; current ownership; how the product(s) is created; how the product(s) is distributed; economics of the business; kinds of employees; use of technology; competitive strengths and weaknesses; legal restrictions; current challenges;

Final exam to be given during finals week

Grading and Requirements

There will be one five page book report (worth 50 points) and one final exam (worth 100 points). You may choose a book from the list I provide, or you may get my permission *ahead of time* for another book. Each class day will offer an opportunity for extra credit points (worth 0, 1 or 2 points) to be earned by submitting two paragraph synopses of current media management issues for class discussion.

If nothing else, a class about media management must pay attention to deadlines. *Assignments will lose one letter grade (15 points) for each day beyond deadline they are submitted.*

The grading scale is:

- A =135 or more
- B= 120-134
- C= 105-119
- D= 90-104
- E = less than 90

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the code of Student Conduct at (http://studentaffairs.osu.edu/info_for_students/csc.asp).

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.