MEDIA MANAGEMENT - BC 305
Dr. David L. Barner
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Please use voice mail for messages-office hours by appointment. I return calls ASAP. Early afternoons 1 to 2 PM are the best time to find me in the office.. I am usually on campus from 7 AM until 3 PM. I will hold a formal office hours Tuesday 11 until Noon and Friday 9:30 until 10:30 AM

I usually don’t check E-mail after 5 PM   Text for emergencies to 724-614-6195

COURSE PAPERBACKS
Available used from Amazon for $5 to $10 or free online from the WC library

by Zoller, Kim Preston, Kerry

The First-Time Manager.-Sixth Edition
By Belker, McCormick, and Topchick

DESCRIPTION: This course covers the theoretical and practical aspects of the various components of media management including personnel, planning, decision-making, trouble-shooting and budgeting.

- What we will cover
  - Hiring
  - Communication and Motivation
  - Planning
  - Organizing
  - Training
  - Monitoring
  - Problem Solving
  - Evaluating
  - Firing
  - The role of the GM
  - Radio and TV department management

- What will do outside of lectures
  - Plan a holiday radio promotion
  - Conduct a first year training exercise
  - Evaluate the BC practicum experience at WC.
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GRADING:

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<th>Assignment</th>
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<td>Mid-Term Exam</td>
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<td>Training Exercise</td>
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<td>Class assignments</td>
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<td>Holiday Promotion</td>
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<td>Final Exam</td>
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<td><strong>TOTAL</strong></td>
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ATTENDANCE: Since the majority of class material is from lectures, attendance is extremely important. More than 3 unexcused absences will result in a 2 percent grade reduction. Tardiness results in a 1 percent grade reduction with 2 tardinesses forgiven.

CLASS COURTESY:

Cell phone use, including texting is not permitted during class time. Computers may be used for note taking or projects only during class time. That means no E-mailing or surfing the net. Failure to comply will result in a 2% grade point deduction after one warning.

CLASS ASSIGNMENTS AND SCHEDULE:

D2L is the updated source for all class assignments and the schedule. Student grades are maintained on D2L.

Exams are open notes. Late assignments are grade as a zero without prior approval.