

COM 314

Topics in Radio Management

Spring 2026

Fell 148

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Overview/Catalog Description

Specialized management training in radio station operations. Development of long range planning, problem solving, and leadership skills. Materials charge optional. May be repeated for credit if content differs. Prerequisites: Consent of the instructor.

About This Class

In this class students will learn to run and operate a radio station through practical experience at 103.3 WZND. In addition to learning valuable radio industry knowledge, students will also learn leadership and management style and theory through both readings and experience at WZND.

Student grades in this course are heavily dependent on the portfolio of work and practicum hours with 103.3 WZND.

Required Text

- Johnson, S. (1999). *Who moved my cheese*. Vermilion.

Canvas

We will not use Canvas for this course outside of uploading the syllabus.

Grading Scale

In this class, 20% of your grade is based on projects and other classroom work. The other 80% of your grade is based on your performance in your position at WZND. This includes the quality and quantity of work, management of your team, and fulfilling office hour and other requirements of the internship.

Plagiarism/Academic Dishonesty

Plagiarism and/or cheating will result in an immediate zero on the assignment, and could result in university discipline.

Electronic Devices in Class

Electronic devices are not allowed in lecture or lab. Your grade will be penalized if you violate this policy, even on the first offense.

Absence

Absences may be excused with prior consent of the instructor. If you have an emergency, please let the instructor know as soon as possible and be ready to provide documentation.

Assessing Late Work

Late work is **never** acceptable without prior consent of the instructor. Any assignment less than 24 hours late will be graded with a 50% automatic deduction. Any assignment turned in more than 24 hours late will be a zero.

Special Needs

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu

Assessment

Students will be evaluated with the following assignments and tasks...

- **Training Materials Review** – To prepare us for the mass exodus of seniors, we will be reviewing both your internship description binders and the training checklists. We will check to make sure all information is accurate and up to date.
- **Reunion/Anniversary Projects** – COM 314 will spend a lot of time on the 45th anniversary and reunion event this semester. In addition to helping execute (note the word “execute” and not “plan” – that’s ER’s job!) the 4th reunion and associated events, we will also plan content to celebrate WZND’s 45th birthday both on-air and digitally.
- **Who Moved My Cheese?** – We do have a book to dive into this semester, and this book is all about managing change. Whether you are about to enter a big life change after graduation or sticking around at WZND to help manage all of our changes, this book should be helpful for everyone in the class.
- **End of Semester Procedures** – We will review end of the semester procedures, make potential changes to the list of procedures, and spend class time actually achieving the outcomes.

Below is a breakdown of assignments and tasks and their worth in percentage.

WZND Management Projects	80%
	20%

Tentative Schedule

Week 1 Jan 15	Introduction/Syllabus
Week 2 Jan 22	Internship Description Binder Review
Week 3 Jan 29	Training Checklist Review
Week 4 Feb 5	Reunion and Anniversary Brainstorm
Week 5 Feb 12	Reunion Project Assignments
Week 6 Feb 19	Reunion Project Work <i>No formal class meeting</i>
Week 7 Feb 26	Reunion Project Work <i>No formal class meeting</i>
Week 8 March 5	Reunion Project Recap and Status Updates
Week 9 March 12	NO CLASS SPRING BREAK
Week 10 March 19	Last Minute Reunion Marketing
Week 11 March 26	Prioritization Brainstorm
Week 12 April 2	Prioritization Update
Week 13 April 9	Last Minute Reunion Prep <i>No formal class meeting</i>
Week 14 April 16	Who Moved My Cheese
Week 15 April 23	Who Moved My Cheese
Week 16 April 30	End of Semester Procedures Course Evaluations