
COM 314

Topics in Radio Management

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

- Blanchard, K., Johnson, S. (1982). The one minute manager. New York: William Morrow & Co. ASIN: B002BFP0SO

Canvas

We will only use Canvas to upload and host documents. We will not use the forum/discussion, gradebook, assignments, or any other function.

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.

Fall 2025

Fell 112

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Office Hours: See My Door!

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.

Student Accommodations

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 periodically throughout the semester with the following assignments and tasks...

- **Projects and Presentations** – Students will work on three station-wide projects and read one management book this semester.

The first project is reviving an idea from COM 314 in the spring, the Radiothon. We want to do an on-air event that benefits the ISU Child Care Center. We will review the ideas and preliminary plans from the spring, welcome new ideas from the group, and draft a plan for an event some time next spring.

The second project is open-ended. This is where you can bring your best ideas for station-wide projects that affect us all. While there may be work typically associated with several departments, these projects should be for the benefit of the entire station. We'll take one week to brainstorm ideas, two weeks to work, and one week to present final plans for the projects.

The final project is preparing for the WZND Reunion next spring. This work will be better defined as the MBO and ER Departments begin their reunion planning. This project was saved for last to make sure we already had some concrete ideas. The majority of our work during this time will likely be marketing the reunion, encouraging registration, and digging through archival audio.

Finally, we'll spend two weeks immediately after midterms and COM Week on the management/leadership training book, *The One Minute Manager*.

- **Management of WZND** – Students will be graded on their ability to manage their duties in their role at WZND. Students will be given a midterm evaluation halfway through the semester. There will also be an optional meeting during finals week to discuss your performance from the entire semester and your final grade for the semester.

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

WZND Management	80%
Projects/Book	20%

Tentative Schedule

Week 1 Aug 21	Introduction/Syllabus Collaboration with Other Student Groups and Orgs
Week 2 Aug 28	Radiothon Regroup
Week 3 Sept 4	Radiothon Work
Week 4 Sept 11	Radiothon Plan Draft
Week 5 Sept 18	Open-Ended Project Brainstorm
Week 6 Sept 25	Open-Ended Projects Assigned/Work
Week 7 Oct 2	Open-Ended Project Work
Week 8 Oct 9	Open-Ended Project Presentations
Week 9 Oct 16	NO CLASS COM WEEK
Week 10 Oct 23	One Minute Manager
Week 11 Oct 30	One Minute Manager
Week 12 Nov 6	Reunion Planning Archival Work
Week 13 Nov 13	Reunion Planning Archival Work
Week 14 Nov 20	End of Semester Procedures
Week 15 Nov 27	NO CLASS FALL BREAK
Week 16 Dec 4	Check up on End of Semester Procedures