



SYLLABUS

MEDIA MANAGEMENT

21524 MCOM 4313 201 TR 0200PM 0320PM FA D202
22510 MCOM 4313 202 MW 0800AM 0920AM FA D202

A COMPLETE COPY OF THIS SYLLABUS IS AVAILABLE ONLINE UNDER MY PROFILE IN THE UNIVERSITY DIRECTORY, 24 HOURS A DAY, SEVEN DAYS A WEEK. ADA COMPLIANT.

COURSE DESCRIPTION

Prerequisite(s): MCOM 1243, MCOM 3313, and junior standing.

Study of the financial, legal, technical, operational, programming, production, and personnel aspects of managing a media organization.

COURSE OBJECTIVES

To apply and expand upon skills learned in Media Writing and Reporting I as well as other Mass Communication courses. Upon successful completion of the hybrid class you should be able:

- To use an online educational environment (D2L/Brightspace) to accent learning in a classroom environment;
- To use basic grammar, spelling and punctuation skills for producing content in a mass communication environment;
- To know and to apply Associated Press style to ensure consistency;
- To write a functional one-page memo that flows well and addresses the topic to the target audience;
- To discuss and to apply relevant digital and media management issues in a rapidly evolving media environment;
- To discuss and to apply management theories;
- To assess the leadership and decision-making skills of media managers;
- To generate solutions to problems in a rapidly evolving media environment; and
- To work successfully under deadline pressure.

REQUIRED COURSE MATERIAL

- A book on management of your choice for book review weeks 12-13. Possibilities include *The 7 Habits of Highly Effective People*, *The One-Minute Manager*, *How to Win Friends and Influence People*, *Less*, *The First-Time Manager*, *Getting to Yes*, *Leadership and Self-Deception*, *Make Your Bed*, *When: The Scientific Secrets of Perfect Timing*, *To Sell Is Human: The Surprising Truth About Moving Others*, *A Whole New Mind: Why Right-Brainers Will Rule the Future* – sign up by Feb. 1.
- *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.⁹⁵ or online version apstylebook.com, \$26/year.
- A public Twitter account.
- Something to write notes on and with; transcribe onto computer later.

GRADING

81% One-page memos (9) due at beginning of class submitted in D2L/Brightspace

Section 201, TR 2 p.m. class memos due on Thursdays at beginning of class

Section 202, MW 8 a.m. class memos due on Wednesdays at beginning of class

10% Book review (one-page reflection on what you learned and presentation)

9% Attendance, participation, in-class assignments, speaker reflections; book review draft/topics

NOTES

- Late work receives a grade of zero. Memos are due submitted in D2L/Brightspace at the beginning of class.
- Any item submitted with a name misspelled in a final draft receives a grade of zero.
- I will not discuss grades in any fashion via electronic means. You must discuss grades in person.
- You may not submit material that has been (or will be) submitted for a grade in any other class unless you obtain my explicit written permission.
- Review and follow the Society for Professional Journalists Code of Ethics available online at <http://www.spj.org/ethicscode.asp> and the NPPA Code of Ethics available online at <https://nppa.org/code-ethics/>

TENTATIVE SCHEDULE

Jan. 11	Classes begin
Jan. 18	Martin Luther King's Birthday observed (no class)
Week 1 (Jan. 11-15)	Syllabus Expectations Maslow's Hierarchy of Needs; the one-page memo (<i>review</i> : Maslow's Hierarchy of Needs by Saul McLeod https://www.simplypsychology.org/maslow.html) ONLINE CLASS Wednesday, June 13 or Thursday, June 14: take syllabus quiz; take personality test (https://www.truity.com/test/type-finder-personality-test-new) and print results; write first paper
Jan. 20	Inauguration Day
Week 2 (Jan. 18-22)	Motivation: BF Skinner (<i>read</i> : Skinner - operant conditioning. Simply Psychology and watch "B.F. Skinner's Theories: Overview" before class) Functions of management; "What is management?" one-page memo due
Week 3 (Jan. 25-29)	Myers Brigg Types; "What motivates me?" one-page memo due Scientific Theory by Frederick Taylor Administrative Theory by Henri Fayol
Feb. 1	Deadline to sign up for book review in Google Sheet
Feb. 2	Groundhog Day
Feb. 7	Super Bowl LV
Week 4 (Feb. 1-5)	Deadline to submit book title for book review Bureaucratic Theory by Max Weber Human Relations Theory by Elton Mayo Systems Theory by Ludwig Von Bertalanffy
Week 5 (Feb. 8-12)	X&Y Theory by Douglas McGregor; GroupThink Let's go back and look at all of those theories again "Here's how I would respond to each management style" one-page memo due
Feb. 14	Valentine's Day
Feb. 15	Washington's Birthday; President's Day
Week 6 (Feb. 15-19)	Dealing with conflict: role playing "Responding to a conflict" one-page memo First Amendment quiz — give up a right
Week 7 (Feb. 22-26)	TQM, SWOT— the latest trends and assessment Leadership Leadership case study one-page memo due
Feb. 26	Association of Texas Photography Instructors
Week 8 (March 1-5)	Leadership Exercises
March 2	Texas Independence Day; Read Across America Day
Week 9 (March 8-12)	Review. Catch up. Diversity in the workplace. Title IX: What you need to know. "My ideal boss" one-page memo due
March 14	Daylight Saving Time starts
March 17	St. Patrick's Day
March 18-20	Associated Collegiate Press (virtual)
April 23	Last Day for "W"; Drops after this date will receive grades of "F."
March 31	Cesar Chavez Day
Week 10 (March 15-19)	Job interviews. "I want the job." "I want a raise." Accepting a job offer, a promotion, a raise "I want the job." one-page memo due
Week 11 (March 22-26)	Media ownership (read: <i>The Media Monopoly</i> summary before class) Problems of convergence, consolidation in the media industry Today's media industry one-page memo due
Week 12 (March 29-April 2)	Book review 15-minute presentations/discussion
April 1-4	Holiday Break (no classes); Passover; Good Friday; Easter Sunday
Week 13 (April 5-April 9)	Book review 15-minute presentations/discussion
Week 14 (April 12-16)	Media law for managers (copyright, open meetings, privacy)
Week 15 (April 19-23)	Media ethics cases one-page memo due
April 22	Earth Day
April 23	Last day of classes
April 29-May 1	UIL Academic State Meet
April 30	Senior documentary screenings
May 1	Commencement



Part of working in the mass media is getting new experiences. These are some photos with students at MSU—Texas and with my dog, Koda.

INSTRUCTOR: BRADLEY WILSON, PHD

An associate professor at Midwestern State University, Bradley received his doctoral degree in public administration with research work in media agenda-setting and local governments. He teaches various reporting and other mass communication classes although his particular area of interest is visual communication.

He got his start working as a photojournalist for a weekly newspaper in Austin. Along the way, he has worked as an executive director, public information officer and director of marketing for various companies.

Dr. Wilson is the editor of the national magazine, *Communication: Journalism Education Today*, for the national Journalism Education Association and co-managing editor of *College Media Review* for the College Media Association.

In 2020, the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication gave him the David Adams Educator of the Year Award.

He has received the Gold Key from the Columbia Scholastic Press Association, the Pioneer Award from the National Scholastic Press Association, the Star of Texas from the Association of Texas Photography Instructors, the Trailblazer Award from the Texas

Association of Journalism Educators and the Carl Towley Award from the Journalism Education Association. In 2014, the National Press Photographers Association named him the Robin F. Garland Educator of the Year and the College Media Association named him a Distinguished Adviser for newspaper advising at a four-year college or university. In 2017, he received the Edith Fox King Award for contributions to scholastic journalism in Texas.

Publications he advised at North Carolina State University for a decade, including a yearbook, a daily newspaper, a literary magazine, a 25,000-watt radio station and video outlet won numerous awards including six Gold Crown awards from the Columbia Scholastic Press Association (four for yearbook and two for literary magazine) and nine Pacemaker from the Associated Collegiate Press (four for yearbook and five for literary magazine).

He worked for more than 20 years as an emergency medical technician – intermediate, the last 11 of them at Cary Area EMS where he was awarded that organization’s highest honor, Squadsperson of the Year, and life membership. He plays euphonium and other low-brass instruments and has been active in numerous community bands.

THOUGHTS TO LIVE BY

Lack of planning on your part does not constitute an emergency on my part | **Good publications are never finished; you only run out of time.** | Don’t think in terms of filling space or time. Think in terms of providing information. | **Web first. Get it online.** | Fair. Accurate. Then first. | **Don’t forget your primary audience. With every story you tell, remember who you’re working for.** | Respect is earned. | **Want to be a better writer? Read.**

CONTACT

OFFICE
FAIN D207

OFFICE HOURS
MW 9:30 - 10 a.m.
TR 11:30 a.m. - 12:30 p.m.
TR 3-5 p.m.
Or by appointment.

CONTACT PHONE
W: 940/397-4797
M: 919/264-6768

CONTACT E-MAIL
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FACEBOOK
Bradley Wilson



TWITTER
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INSTAGRAM
wilsonbrad83



SNAPCHAT
wilsonbrad15

STATEMENTS

As the instructor of record for this course, I reserve the right to change any part of this syllabus for any reason. The most current version of the syllabus will be maintained online. I reserve the right to drop — with an F — any students who have excessive absences, who miss assignments, who engage in disruptive behavior, have a poor attitude or who are not taking the class seriously.

ACADEMIC DISHONESTY

Academic honesty is expected of all students in all examinations, papers, classwork, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure, loss of privileges, disqualification and/or dismissal.

Neither plagiarism, the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation, nor copyright violation in any form will be tolerated whether intentional or not. Both plagiarism and copyright violation involve the theft of intellectual property and will be considered not only a violation of the Student Honor Creed as well as University policy and applicable laws. To avoid any instances of plagiarism or copyright violation, credit the sources of all information appropriately and obtain written permission for the use of copyrighted works when necessary.

Fabrication and falsification are unacceptable. Falsification is the changing or omission of research results including misquoting a source. Fabrication is the construction and/or addition of data, observations, or characterizations that never occurred including making up quotations from real or fictional sources.

Cheating and collusion are also unacceptable. Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the university faculty or staff. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. The term "collusion" means collaboration with another person in preparing work offered for credit of that collaboration is not authorized by the faculty member in charge.

STUDENT HONOR CREED

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in

developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, We, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters. We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student. We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed. | *Written and adopted by the 2002-2003 MSU Student Senate.*

STUDENT CONDUCT

Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to profit from the instruction will result in the removal of that student from class. Such students may be referred to the appropriate university departments including, but not limited to, the University Police, Office of the Dean of Students, Vinson Health Center or the Counseling Center.

TITLE IX

Social justice is one of Midwestern State University's stated core values. The professor considers this classroom to be a place where everyone will be treated with respect as a human being — regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. **It is the professor's expectation that ALL students consider the classroom a safe environment.**

MSU officials strive to create and actively promote a welcoming and supportive environment in order to recruit, hire, retain, and support a culturally diverse faculty, staff, and student body. Midwestern State University officials are committed to providing an environment of nondiscrimination and equal opportunity. In accordance with federal and state law, the University prohibits unlawful discrimination, including harassment, on the basis of race, age, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, veteran's status, disability, or citizenship. Retaliation against individuals who in good faith file a claim of discrimination or otherwise oppose discriminatory actions will not be tolerated.

At Midwestern State University, the Title IX Department conducts investigations into possible

violations of MSU's Sexual Misconduct Policy, as well as oversees the university's primary prevention and education programming related to sexual assault, interpersonal violence, and sexual harassment.

Effective Jan. 1, 2020 SB212 creates a Class B misdemeanor offense for a person who is required to make a report of an incident of sexual harassment, sexual assault, dating violence or stalking, to report it but knowingly fails to do so.

The crime must allegedly have been committed by or against a student or employee of the institution and it must be reported, promptly, to the institution's Title IX coordinator or deputy Title IX coordinator.

<https://msutexas.edu/titleix/>

STUDENTS WITH DISABILITIES / SPECIAL NEEDS

The Americans with Disabilities Act is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services in Room 168 of the Clark Student Center, 397-4140.

Students that need course adaptations or accommodations because of a disability, that need to share emergency medical information, or students that require special accommodations in the event of an emergency should contact Dr. Wilson as soon as practical.

STUDENT PRIVACY STATEMENT

The *Family Educational Rights and Privacy Act* prohibits me from releasing information about students to certain parties outside of the university without the signed consent of the student. Thus, in almost all cases I will not discuss your academic progress or other matters with your parents or any other party. Do not have them call me. Regardless of these important legal considerations, it is my general policy to communicate with the students, not their parents, even when a student has signed a consent form.

<http://www.ed.gov/policy/gen/guid/fpco/ferpa/>

PERSONAL TECHNOLOGY

Cell phones and tablet devices must be silenced and put away. The first time the instructor sees a device, the student will be warned about the use of the device. The instructor will ask the student to leave the class and to visit with the instructor.

In an emergency requiring the use of a cell phone — on vibrate, notify the instructor and leave the class to handle the emergency.

Personal computers are permitted in class only for the purpose of taking notes and only if approved in advance by the instructor.

Students should never use only technology to record an interview but should instead supplement it with written notes.

ATTENDANCE

Students are expected to be in class each and every time the class meets. Students will not be able to make up unannounced quizzes given in classes they miss. E-mail Dr. Wilson prior to the absence as a courtesy. Students are responsible for making up any work missed on their own time, working with classmates.

If you need to miss class due to University-sponsored events such as field trips or athletics, see me as far in advance as possible. You will be required to complete the assigned work on or before the due date, and you will be required to submit an official form from the University before your absence.

Students with excused absences — as determined by the Office of the Dean of Students or other appropriate University departments — may make up major exams on a schedule mutually agreeable with the instructor and the student. Projects and stories with advance deadlines will not be accepted late. Plan ahead.

After a warning, a student with more than four absences may be dropped from a course by the instructor.

GRADING

Grading is on a scale of:

≥90	A	Excellent
80-89	B	Good
70-79	C	Satisfactory
60-69	D	Passing
<60	F	Failing

Semester grading follows the same scale.

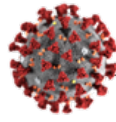
Grading will be determined from specific assignments, projects, written exams, quizzes, a final exam, and class attendance. Take home assignments are due when announced and will not be accepted late. Any assignment turned in after the deadline receives a grade of zero. Written exams will include material covered in the class and may include, but may not be limited to, multiple choice, short answer, and essay questions.

The instructor reserves the right to add, adjust, or cancel assignments as the course progresses. The method of obtaining the final grade will remain essentially the same: the total points achieved will be divided by the total points possible to obtain a percentage, and a grade will be assigned according to a percentage scale.

WRITING PROFICIENCY

All students seeking a bachelor's degree from Midwestern State University must satisfy a writing proficiency requirement once they've 1) passed English 1113 and English 1123 and 2) earned 60 hours. You may meet this requirement by passing either the Writing Proficiency Exam or English 2113. Please keep in mind that, once you've earned more than 90 hours, you lose the opportunity to take the \$25 exam and have no option but to enroll in the three-credit hour course.

<https://msutexas.edu/academics/wpr/>



COVID-19

in the fall of 2020

FALL 2020 MODIFICATIONS

MSU Texas will resume in-person teaching and learning for the fall 2020 semester utilizing a blend of face-to-face, hybrid and online modalities. Modifications to course delivery and classroom guidance will foster a safe environment for students and faculty. This course will utilize a hybrid model with some material face-to-face and some material online.

The structure of the source this fall has been modified in accordance with guidelines from university officials and the Centers for Disease Control and Prevention. The health, safety and well-being of the students, faculty and staff is the university's top priority.

MASKS

Masks or appropriate face coverings will be required of all faculty, staff and students while in class and in classroom buildings — at all times. If you do not have a mask or are not wearing it, you will be asked to leave.

SOCIAL DISTANCING

The University will emphasize social distancing of at least six feet between individuals.

HAND SANITIZER

Students should use hand sanitizer or should wash their hands before entering class and after leaving class.

STATION SANITIZATION

Students should clean their work area in the classroom before class begins AND before leaving the classroom. Disinfectant will be placed in classrooms along with paper towels for student use.

EXPOSURE TO COVID-19

In the event that a student has been in close contact with someone that tests positive for COVID-19, the student should immediately notify the Vinson Health Center, who will direct him or her in quarantine procedures.

CONFIRMED COVID-19

In the event that a student tests positive for COVID-19, the student should immediately notify his or her physician and Vinson Health Center. Self-isolation procedures will be directed by the appropriate county health department, who will assign a case manager. If a student is required to self-isolate due to a positive test, the student may be asked to temporarily vacate his or her current housing location and return to his or her permanent residence or to move to a different on-campus location to complete self-isolation until the student meets the CDC guidelines for return.

ATTENDANCE

Do NOT come to class if you are exhibiting any of the signs of the new coronavirus.

Because this class will use a face-to-face model, students will be required to attend class and will be assigned a seat so that contact with students can be tracked if necessary.

If course enrollment exceeds the maximum capacity for the room as allowed by university guidelines during the pandemic, students will be designed to attend class online or in person. That routine will be worked out with students during the first week of class. However, attendance will still be required and recorded.

After a warning, a student with more than four absences may be dropped from a course by the instructor. Absences due to official university functions or documented illness will be dealt with on an individual basis and should be discussed with the instructor outside of class time.

ONLINE REQUIREMENTS

Because this class will use some online instruction, students should become familiar with the online learning management system Brightspace by D2L. As it has for eight years, this course, as with all courses, will contain the minimum information in Brightspace:

- Syllabus
- Course communication
- Course schedule
- Gradebook
- Online faculty office hours

Students should have access to Brightspace, email and a webcam to complete the online components of the course.

TRANSITION TO ONLINE

If and when mandated by university or state officials, this course may move to an online model. Because some components of this course are already online, this transition should be relatively smooth. However, the class will continue to meet at the scheduled day/time as indicated in the course schedule. Attendance will still be required. After a warning, a student with more than four absences may be dropped from a course by the instructor. Absences due to official university functions or documented illness will be dealt with on an individual basis and should be discussed with the instructor outside of class time. There are no "excused" absences from regular class periods online or in person.

MODIFICATIONS

For more information on modifications to campus during the pandemic, visit <https://msutexas.edu/return-to-campus/msu-texas-commitment.php>.

IMPACT

For updates on the impact of the coronavirus, visit <https://msutexas.edu/coronavirus/index.php>.