



SYLLABUS

MEDIA MANAGEMENT

21524 MCOM 4313 201 MEDIA MANAGEMENT MWF 1200PM 1250PM FA C117A

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

1. *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.⁹⁵ or online version apstylebook.com/, \$26/year.
2. A public Twitter account.
3. Something to write notes on and with; transcribe onto computer later.

GRADING

75% One-page memos (10) due at beginning of class submitted in D2L/Brightspace

25% Final paper due no later than 5:30 p.m. May 13

NOTES

- Late work receives a grade of zero. Memos are due submitted in D2L/Brightspace at the beginning of class on the day indicating they are due. Some memos are due on the day we have an online class and do not meet in person. Memos are still due before noon on that day.
- 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

Aug. 22-25	Hotter 'N Hell 100
Jan. 18	Classes begin
Jan. 20	Martin Luther King's Birthday observed (no class)
Jan. 22	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)
Jan. 24	"What is management?" one-page memo due
Jan. 27	Motivation: BF Skinner (<i>read</i> : Skinner - operant conditioning. Simply Psychology and watch "B.F. Skinner's Theories: Overview" before class)
Jan. 29	Functions of management; take personality test (https://www.truity.com/) and print results
Jan. 31	Discussion: Myers Brigg Types; "What motivates me?" one-page memo due
Feb. 2	Groundhog Day; Super Bowl LIX
Feb. 3	Scientific Theory by Frederick Taylor
Feb. 5	Administrative Theory by Henri Fayol
Feb. 7	Bureaucratic Theory by Max Weber
Feb. 10	Human Relations Theory by Elton Mayo
Feb. 12	Systems Theory by Ludwig Von Bertalanffy
Feb. 14	X&Y Theory by Douglas McGregor; Valentine's Day
Feb. 17	Groupthink; Washington's Birthday; President's Day
Feb. 19	Let's go back and look at all of those theories again
Feb. 21	ONLINE CLASS: "Here's how I would respond to each management style" one-page memo
Feb. 20-22	Association of Texas Photography Instructors
Feb. 24	<i>Guest speaker</i> : Jackie Hoegger, owner, Hoegger Communications, jackie@teamhoegger.com
Feb. 26	Dealing with conflict: role playing
Feb. 28	ONLINE CLASS: "Responding to a conflict" one-page memo
Feb. 27-29	Associated Collegiate Press (San Francisco)
March 2	First Amendment quiz — give up a right; Texas Independence Day; Read Across America Day
March 3	Super Tuesday
March 4	<i>Guest speaker</i> : Wayne Reed, vice president and general manager, KFDX, wayne@kfdx.com
March 6	TQM, SWOT— the latest trends and assessment
March 6-7	AEJMC Midwinter Conference (University of Oklahoma, Oklahoma City)
March 8	Daylight Saving Time starts
March 9	Leadership
March 11	<i>Guest speaker</i> : Deanna Watson, editor, Times Record News, Deanna.Watson@timesrecordnews.com
March 13	Leadership; Leadership case study; one-page memo due
March 16-21	Spring Break (no classes)
March 23	Leadership exercises
March 25	Leadership exercises
March 27	Leadership exercises: What did we learn?
March 30	Review, catch up, your questions; Last Day for "W"; Drops after this date will receive grades of "F."
March 31	Cesar Chavez Day
April 1	<i>Guest speaker</i> : Martin Camacho, dean, MSU Texas College of Fine Arts, martin.camacho@msutexas.edu
April 3	Diversity in the workplace
April 6	Title IX, what you need to know
April 8	"My ideal boss." one-page memo due
April 9-12	Holiday Break (no classes); Passover; Good Friday; Easter Sunday
April 13	Job interviews
April 15	ONLINE CLASS: "I want the job." one-page memo due; Tax Day
April 17	ONLINE CLASS: "I want a raise." one-page memo due
April 16-18	Journalism Education Association / National Scholastic Press Association (Washington, D.C.)
April 20	Accepting a job offer, a promotion, a raise
April 22	Media ownership (read: <i>The Media Monopoly</i> summary before class)
April 24	Media ownership
April 22-23	Celebration of Scholarship/UGRCA Forum
April 27	Convergence in the mass media
April 29	ONLINE CLASS: Convergence one-page memo due
April 30-May 1	UIL Academic State Meet
May 1	Final paper topic given; media law: open records, open meetings
May 4	Media ethics: discuss ethical case
May 5	Cinco de Mayo
May 6	Motivation; Motivation case study; one-page memo due
May 8	Looking to the future of management; course evaluation; Last day of classes
May 9-14	Final examinations
May 10	Mother's Day
May 13	Final exam due, 3:30-5:30 p.m.
May 15	Senior documentary screenings
May 16	Commencement

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.

Any student can be dropped from the class after the fourth absence.

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/>



These are some photos with various people including MSU Texas graduate Orlando Flores, now a Pulitzer Prize-winning reporter in Louisiana, Al Drago, a New York Times and freelancer in Washington, D.C., my dog Koda, and Democratic strategist Donna Brazile.

INSTRUCTOR: BRADLEY WILSON, PHD

Having received his doctoral degree in public administration with research work in media agenda-setting and local governments, as an associate professor, Dr. Wilson teaches a variety of courses at Midwestern State.

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

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 MSU-Texas were finalists for the Pacemaker on two occasions. On three occasions, individuals won the highest award given by the Associated Collegiate Press. 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. Then broadcast/print. But being first is not as important as being accurate.** | Don't forget your primary audience. With every story you tell, remember who you're working for. | **Students first.** | All things being equal, the simplest solution tends to be the best one.

CONTACT

OFFICE

FAIN D207

OFFICE HOURS

MW 3-5 p.m.

TH 2-3 p.m.

Or by appointment.

CONTACT PHONE

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INSTAGRAM

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SNAPCHAT

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