

RTV 4930 – Radio Management

Section: 06AF

IMPORTANT INFORMATION:

Instructor: Jerry Butler

Lecture: W E1E2 (7:20 PM – 9:10 PM)

Room: WEIM 2050

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Phone: 352-727-0084

COURSE DESCRIPTION:

Radio Management class is a broad overview of broadcast management to include general management, sales, programming, engineering, promotions, traffic, marketing and product development. Students are exposed to the various departments, duties and management structure. We focus on resume and professional development in preparation for applying for internships and jobs within the industry.

COURSE OBJECTIVES:

Students will gain knowledge of each department within a radio operation and have a better understanding of management at various levels. Students will have a better understanding of the application and interview process, professional dress and networking.

LECTURES:

- Management - Budgeting, department management including sales, production, engineering, business, promotions and traffic. Strategic planning, short and long range goals. Hiring the right people. Having the right people in the right seats.
- Employment - Resume, demos or airchecks, cover letters, job sites, networking, web sites, headhunters, thank you notes, social media.
- Digital - Web pages, social media, streaming, mobile, text, analytics and monetizing online.
- Engineering - Basic understanding of the broadcast chain - From the Mic to the Radio.
- Field Trips - Tour local radio stations to get a better idea about the differences in facilities.
- Imaging - Production and placement of imaging elements including jingles and sweepers.
- PR - Working with local and area businesses and organizations to expand the reach of stations increasing listenership and overall cume while better serving the community.

- Production - Recording, editing, music, SFX and insertion into the automation system.
- Programming - Goals (short and long term), clock development, element placement, benchmarks, log creation, music rotation, personalities, station voice, branding and marketing.
- Promotions - Remotes, promotional development, sales vs programming promotions, ratings promotions to build TSL, Cume, Web etc. What is the goal of particular promotions?
- Research – Nielsen training seminars and overview of weekly music research, Purple Book, Tapscan, biweekly music testing and Mediabase.
- Sales - Understanding rate cards, research, market competition, local direct, agency, web, sponsorships, NTR, CNAs, basic sales steps, monitoring stations.
- Trades - Trade magazines and web sites for every department within the station.
- Traffic - Log and clock generation, inventory management, commercial schedules, billing.

REQUIRED TEXTBOOK:

No book is required for this course.

CLASSROOM POLICIES:

Please arrive on time, turn-off cell phones & avoid leaving early during class

ATTENDANCE:

Students who attend lectures will perform better, learn more and get more out of the class. Attendance is required as this class is based on class interaction and learning with fellow students.

GRADING:

Grades will be broken down to 75% class projects or assignments and 25% attendance.

Information on current University of Florida grading policies can be found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

ASSIGNMENTS:

Assignments will include class projects including resume development. In order to succeed, students should remain current with assigned readings, class notes, and class discussions.

ACADEMIC HONESTY:

Students who have enrolled at the University of Florida must have read and signed an honor code. By doing so, you have pledged that you will maintain the highest level of academic integrity. Plagiarizing others work is a serious infraction that will result in a

student being subject to sanctions set forth in the Student Conduct Code. To view the University of Florida Honor Code go to <http://www.dso.ufl.edu/STG/default.html>

DISABILITY STATEMENT:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: accessuf@dso.ufl.edu
Voice: 352-392-8565 x200

ONLINE COURSE EVALUATION PROCESS:

“Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>. “

INSTRUCTOR/STUDENT AGREEMENT:

By accepting this syllabus, you agree that only through cooperation, class attendance, and commitment to semester objectives can we meet the goals of this class. Instructor reserves the right to alter calendar, assignment and exam schedules.