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Throwing Away the Textbook: When the Technology Outpaces the Literature

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Throwing Away the Textbook
When the Technology Outpaces the Literature

SoTL Conference
Statesboro, GA
9 March 2011

Dr. Susan J. De Bonis
Georgia Southern University
The Challenge
Develop a New Course

- Combine two courses: Media Management and Media Sales
- Update the courses to incorporate new technologies and latest industry standards
- Required for Multimedia Production majors; Elective for Multimedia Information, Journalism, and Public Affairs majors.
- Only prerequisite – *Media and Society* (introductory course).
The Challenge
Hidden Pitfalls

- Other than introductory course and brief mentions in other courses, most students had no basic knowledge of how the media industry operates.

- Neither original course had been taught for several years and Administrative sequence was being phased out.

- Textbook orders were due within a few weeks.

- Due to cross-listing in the schedule (MMC-Jour), curriculum had to be prepared for TV, Radio and Print majors.
The Challenge

Key Sections

- MANAGEMENT
  - Unique aspects of media management
  - Personal management characteristics
  - Organization of media corporations
    - Print
    - Radio
    - Television
  - Financial
  - Managing personnel
The Challenge

Key Sections

Sales

-- Unique aspects of media sales
-- The sales process
-- Media Math
  Print
  Radio
  Television
-- Negotiating
-- Selling your vehicle
  Against the competition
  Individual vs. multi-vehicle
The Challenge

Key Sections

The Project
-- Using a real client
-- Choosing a market
-- Gaining real sales rates
    Print
    Radio
    Television
-- Assigning teams appropriately
-- The competition
    Judging
The Challenge
Textbooks

- An exhaustive search for a textbook which incorporated electronic and print media, management and sales was launched.

- Publishers’ sites were accessed, internet searches for independent publishers/authors were conducted, publishers’ representatives were contacted.

- “We need you to write a book.”
The Challenge

Textbooks

No one textbook, suitable for an undergraduate course, encompassing print, electronic media sales and management was available with a later than 2003 date.

Students spend, on average, $900 a year on textbooks.

Due to the internet and the popularity of media websites, the business model for media has changed.

Between 2003 and 2009, newspaper website advertising increased 126%.\(^1\)

\(^1\)Newspaper Association of American (NAA)
The Challenge
The Answer

INDUSTRY RESOURCES
Industry Resources

- Chapters from different texts were used, particularly in the management area.

- Industry resources were accessed in two ways:
  -- Free reports
  -- Personal contacts

- All media have organizations which represent them.
  -- Radio Advertising Bureau (www.rab.com)
  -- TVB (www.tvb.org)
  -- Newspaper Association of America (www.naa.org)
In addition to the industry trade organizations, there are several primary research organizations:

- Nielsen Media (TV, multimedia) [www.nielsen.com](http://www.nielsen.com)
- Scarborough (psychographic, media research) [www.scarborough.com](http://www.scarborough.com)
- Census Bureau [www.census.gov](http://www.census.gov)

Business/trade journals as needed and with specific topics.
Industry Resources

- Personal contacts from within the industry.
  Former Colleagues
  Contacts made at conferences/meetings
  Networking

- Members of Broadcast Advisory Council.
  Alumni from GSU, primarily from 1980-90s.
  Owners, Manager, Practitioners
Packaging


Student Demos

Spring 2009

19 Multimedia Majors
3 Journalism Majors
1 Marketing Major

Spring 2010

22 Multimedia Majors
1 Journalism Major
2 Public Relations Majors
1 General Studies Major

Fall 2010

17 Multimedia Majors
9 Journalism Majors
Activities

Discussion Papers:
Scenarios (How would you handle?)
Investigate media corporation for possible purchase by De Bonis Media
Myers-Briggs evaluation
Two per semester

Trade Papers:
Read and analyze an article from a trade publication on list supplied.
Two to four per semester
Media Math

- Extensive learning over three to four weeks.
- Based on industry formulas for calculating basic industry measurements.
- Uses data from media markets and/or vehicles, such as the Savannah Morning News, The Washington Post, Chattanooga, Jacksonville. Uses rate cards from different media in various markets.
- Consult with members of the Broadcast Advisory Board on relevance of information.
In the shaded cells, place the correct measure for that medium.

<table>
<thead>
<tr>
<th>MEDIA VEHICLES</th>
<th>PAPER</th>
<th>MAG</th>
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Based on the information, answer the questions that follow:

Chattanooga, TN is Radio Market 106, with Persons 12+ = 447,200. There is a 95% saturation rate of radio in the market, which is considered total saturation. During Morning Drive, the HUT/PUR is 70%. WDEF-FM has a Share of 10.3. During Afternoon Drive, the HUT/PUR is 60%. WUSY-FM has a Share of 13.6.

What is the Rating for WDEF-FM during Morning Drive?

What is the Rating for WUSY-FM during Afternoon Drive?

Which station has the greater number of listeners?
The Chattanooga Free Press is the first medium to analyze. The circulation and readership numbers are provided. Now, look at different alternatives for advertising. Remember the following:

A Full-Page  
6 columns X 21.5 inches

A Half-Page  
6 columns X 10.75 inches OR 3 columns X 21.5 inches

A Quarter Page  
3 columns X 10.75 inches

Full-Page Double Truck  
12 columns X 21.5 inches

For the first week in May, a Full-Page Full Color ad on Sunday, followed by a half-page Full color ad on Tuesday, Wednesday and Thursday, followed by a full-page Full color ad on Friday and Saturday.

Sunday Costs?

Total of Tuesday, Wednesday and Thursday?

Friday and Saturday?
SCENARIO: The client is interested in exploring advertising in the market area. Each station/newspaper is responsible for preparing a presentation, accompanied by a written paper, which convinces the client to advertise with that particular vehicle.

The presentation and paper should include, but are not restricted to:
A brief discussion of the market for purchasing Fan-O-Maniac over the internet
A discussion of the market
A discussion of the media in the market
A sales campaign with the particular station/newspaper, which include a schedule for one month.
A budget for the one month campaign, based on the rate card you are given.
You may spend up to $25,000 of the client’s money, but all that is spent must be in relation to the client. In other words, you can’t order promotional items only for your station/paper; anything must be related to the client.

If you spend less than $25,000, you may be penalized for not building a budget that uses the money. If you spend more than $25,000, you will lose points. All math will be checked, so make sure you have it correctly.
The Project

TEAM STRUCTURE: 25 pts., Due Thursday, 14 October, Beginning of Class. One document per station/paper.

PRESENTATION: 100 pts. Due Tuesday, 30 November OR Thursday, 2 December at the end of your group’s presentation. A hard copy of all presentation materials, including any power points, DVDs, etc., must be turned in. One presentation per station/newspaper.

PAPER: 100 pts. Due at the end of your presentation, bound. No staples or paper clips will be accepted. One paper per Station/Newspaper

PEER EVALUATION: 50 pts., Due NO LATER than 7 December, 10:00, Date of Final. One document per person.
Throwing Away the Textbook

The Project

De Bonis Media Holdings, LLC

“We Live to Control”

Macon Telegraph
Jazmin
Brittany
James
Patrick

Macon Magazine
Derek
Brittany
Jameelah
Chris

WQBZ-FM
David
Tiffany
Brandon
Melanie

WDEN-FM
Kayla
Skyler
Christian
Paris

WIBB-FM
Vincent
Christine
Kara
Tiffany
Garrett

WRBV-FM
Sara
Steven
Jim
Colie
Feedback

- Majority of students continue to be Multimedia majors.

- Most students are taking it as an elective.

- The class is full, with a waiting list, for Summer School. For Fall 2011, the class is two-thirds full after two days of registration.

- Alumni who have been through the class say it was one of the most useful for their careers.

- The Broadcast Advisory Council has given the course its “Stamp of Approval.”
Questions?
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