

Eastern Illinois University

From the Selected Works of Jeffrey Owens

Fall 2019

Topics in Media History

Jeffrey D Owens, *Eastern Illinois University*

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Available at: <https://works.bepress.com/jeffrey-owens/1/>

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CMN 3570 Topics in Media History

Topics in Media History provides an in-depth study of the history of one particular medium (e.g. film, radio, television, or the internet). It will cover the development of media technology, the structure of media institutions and their regulation, and the social and cultural significance of these media. This class is repeatable with change in topic.

Prerequisite: CMN 2520.

Academic integrity- Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards. Students with disabilities- If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment. The Student Success Center- Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

History of Radio – Fall 2019 @ Eastern Illinois University. 2-3:15pm 2441 Buzzard Hall

Learning Objectives

- **Timeline of the history of radio in United States.**
- **Establish base knowledge of the importance of radio, important stations and difference makers in the industry from an on air stand-point**
- **Familiarize yourself with WEIU radio and one other station in the market.**

Course Materials

Note taking instruments, textbook for reference only, some presentation materials.

Topical Outline & Tentative Schedule & Assignments

- **Class Participation**
- **WEIU Sit-In and Paper**
- **Station visit and project report**
- **2 Quizzes, Mid-term and final – Comprehensive**
- **History of radio topic paper**
- **Radio Personality Paper**

Strategy

The objectives of this class will be achieved through (1) Class Lecture/Notes (2) Class Participation (3) Written Papers (4) Exams.

Grading Policy

CLASS	QUIZ 1	VISIT	WEIU	MIDTERM	PAPER	QUIZ 2	PROJECT	FINAL	TOTAL
PARTIC	Notes	REPORT	Sit-In/Report	Notes/WEIU	REPORT	Notes	Personality	All Notes	POINTS
50	75	100	100	100	150	75	150	200	1000

CMN 3570 is based on 1000 points. 90% and above = A, and so on. No weighted grades. No make-ups unless pre-approved.

Attendance, Participation and Make-up work

Your attendance is expected, and your penalty for lack of attendance will show in the participation portion of your grade. Your thoughts, contributions and ideas are wanted and needed for this course. Make up work will only be allowed on days you have an excused university absence. I have 3 basic rules for in class time in regards to this course.

1. Attendance is required and will be taken.
2. The class time is 2pm, which means I start at 2pm. You should be on time.
3. When I am speaking, you should be listening, and when you are speaking I will be listening.

Daily Course Dates & Topic

1. Syllabus/Course Preview/Introductions
2. Radio beginning & Important Events/Dates
3. Detailed historical events of radio
4. Types of Radio (Station visit project)
5. Radio Technology (WEIU Sit-In/Paper)
6. Radio Station Make-Up
7. FCC
8. QUIZ #1
9. Social/Cultural Significance of Radio Part 1
10. Social/Cultural Significance of Radio Part 2
11. Important Radio Stations & stations in your market
12. Significant radio personalities
13. Significant radio personalities
14. Paper Report Info – Historical event
15. Central Illinois Radio
16. Paper Report Info – Personality
17. Mid-Term Exam
18. WEIU radio history
19. The Blind Medium – how to build audience.
20. Radio Formats
21. Typical Day At A Radio Station
22. Non-Typical Day at Radio Station

- 23. Quiz #2**
- 24. Non-Commercial Radio/College Radio**
- 25. Student Question Day**
- 26. In Class Discussion – How Radio Can Get Better. Analysis Day.**
- 27. Radio Station sales/marketing/promotion**
- 28. Radio Today = top 10 reasons it maintains relevant**
- 29. Radio Helps Small Businesses Grow**
- 30. Review For Final Exam/Grade Update**