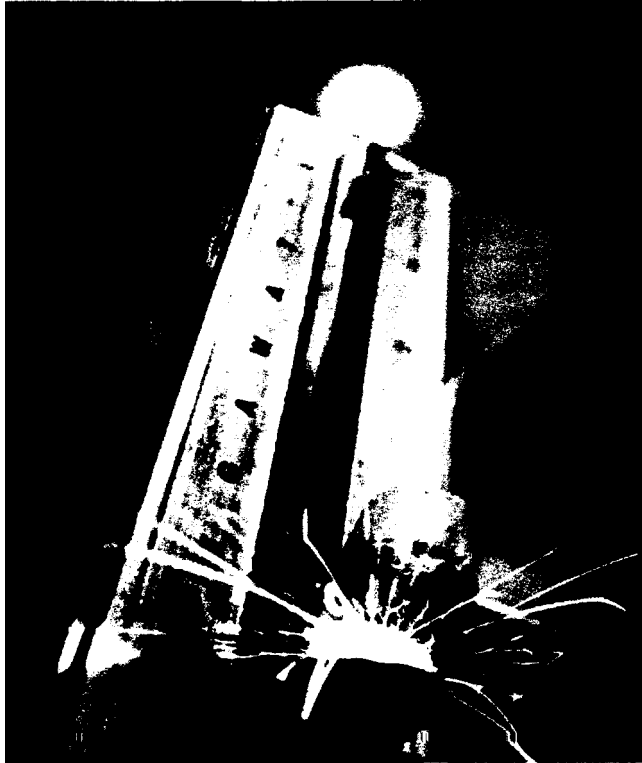


OM 200
FD '01



direct hit
a media agency

General Information

COM 200
Introduction to Mass Media
Tuesdays/Thursdays
8-9:20 a.m.
Room H-203

Instructor: Kelly O'Connor
Office: Eiben Hall 129
Phone #: (808) 537-1112
[E-mail: koconnor@sixd.com](mailto:koconnor@sixd.com)
Office Hours: By appointment only

Catalog Description

Survey of the history and purpose of the mass media with emphasis on print and broadcast. Examination of the various areas (advertising, broadcasting, journalism and public relations) is done through practical, cross-media projects. Offered every semester. Prerequisites: COM 140 and EN 102.

Textbook

Introduction to Media Communication by Jay Black, Jennings Bryant and Susan Thompson
Dubuque, IA: Wm. C. Brown Communications, Inc. (fifth edition)

Performance Objectives

By the end of this semester, you will:

- understand the dynamics of mass media, its history, theories, processes and effects
- have **learned** about the media's legal and ethical implications on society
- have improved and sharpened communication skills through presentations and media projects
- be comfortable acting as a professional through individual and group interaction
- be planning educational strategies in preparation for a career in the mass media
- 00. have produced an introductory media portfolio
- 01. be able to meet and **beat** deadlines

Policies

- 1) This course will be simulated as a media company, known as Direct Hit. Therefore, the instructor will act as the employer and the students will act as the employees. Respect for everyone is expected, and teamwork is encouraged.
- 2) Tardies and attendance will be recorded on time cards. Two and a half points will be deducted for every tardy and five points will be deducted for every unexcused/undocumented absence.
- 3) The midterm presentation must be given professionally.

- 4) All assignments must be completed with quality by their specified deadlines. Keep in mind that deadlines are part of the nature of the media business.
- 5) All assignments must be typed in press-release format, unless otherwise specified, and all final portfolio projects must be designed neatly.
- 6) Students must withdraw themselves by the last drop date or receive a grade of "F" for not attending class as specified by the contract.
- 7) Demerits may be given if class participation is unsatisfactory. Extra credit points are given only after priority requirements are met and can account for no more than 10% (no more than 20 total points) of the final grade.
- 8) Be flexible in your work schedule to accommodate guest speakers, field trips and late-breaking media events.
- 9) Refer to the general catalog for other grading, academic and college policies.

Grading

Grades for the assignments listed below will be calculated by the following ranges:

A = 90-100%	or	A = 180-200 points	Outstanding
B = 80-89%	or	B = 160-179 points	Good
C = 70-79%	or	C = 140-159 points	Average
D = 60-69%	or	D = 120-139 points	Poor
F = <50%	or	F = <119 points	Failure

Assignments

<i>Work Topic</i>	<i>Point Value</i>	<i>Points Earned</i>
<u>Introductory Report</u>	5	
<u>History Paper</u>	10	
Model Transparency and Defense	10	
<u>Theory Paper</u>	10	
<u>Media Law Paper</u>	10	
Midterm: Media Indus Presentation		
Educational Plan	5	
Final: Portfolio	100	
Extra Credit • Mass Media Pioneers • Trade Publications • Outside Work Publications	+ varies	

		Portfolio Assignment: TV Storyboard and Concept <u>New Electronic Media</u> (read Chapter 11) <u>Support Media Industries</u> Advertising (read Chapter 12) Portfolio Assignment: Ad or PSA Public Relations read <u>Chapter 13</u>
12-13	11/13 11/20	Video on Print Medium: Newspaper Industry Video on Broadcast Medium: Television Indus
14-15	11/27 12/14	EDUCATIONAL AND CAREER PREPARATION Enrollment/Graduation Process Resume Writing and Critiques Assignment Due: Educational Plan 5 <u>points</u>
Finals Week	TBA	FINAL Portfolio due

Penalties	- varies	
• Missing Supplementary		
In-Class Assignments		
• Tardies and Absences		
Total Points	200 possible	7771

Work Schedule

<i>Week #</i>	<i>Week of</i>	<i>Activities</i>
1	8/28	ORIENTATION Administrative Introductions Meet Your Colleagues Assignment Due: Introductory Report (5 points) <u>Portfolio Assignment: Business Cards</u>
2-3	9/4 9/11	INTRODUCTION TO MASS COMMUNICATIONS Historical Development of Mass Communications (read Chapter 1) <u>History Paper</u>
4-5	9/18 9/25	MEDIA RESEARCH CONCEPTS Communication Process and Theory (read Chapter 2) Media Effects (read Chapter 3) Assignments Due: Model Transparency Defense (10 points) <u>Theory Paper 10 points)</u>
6-7	10/2 10/9	MEDIA ENVIRONMENT Regulation and the Law Ethics and Social Responsibility (read Chapters 14 and 15) Assignment Due: <u>Law Paper 10 points)</u>
8-11	10/16 10/23 10/30 11/6	MIDTERM MASS MEDIA INDUSTRIES Oral Presentations are worth 50 points each. <u>Print Media Industries</u> Books (read Chapter 4) Magazines (read Chapter 5) Portfolio Assignment: Magazine Cover Newspapers (read Chapter 6) <u>Broadcast Media Industries</u> Film (read Chapter 7) Radio and Recordings (read Chapters 8 and 9) Portfolio Assignment: Radio Script and Broadcast Television read <u>Chapter 10</u>

Kelly A. O'Connor

To continually learn and evolve through new ventures which can provide opportunity to grow, and challenge while capitalizing on a broad range of skills and experience, including Business Development, Technology, Digital Media; Strategic Planning, Sales & Marketing, Bottom Line Accountability, Profitability Standards, while cultivating new abilities.

WO* experience

1997 - present

Six D, Inc.

Honolulu, Hawaii

Chief Operating Officer

■ **Developing media** ion business and software product line while creating strong brand identity for Six D Studios. Partner and Shareholder role focusing on Business Development, Sales & Marketing, Design Development with all venues of Digital Media, Technology Development, Processes Documentation on Development and Quality Control, Strategic Growth of Studios division. Building strong base of business here and West Coast. Increased revenue 400% from 1999 - 2000, with strong growth strategy in place, developing talented mix of technologists, artists and administrative personnel to continue high return on investment of resources. Guide highly productive and talented team to achieve corporate goals, quality products and realization of client objectives. Duties include: Business Development in San Francisco, Santa Monica and Honolulu. Strategic Affiances, Marketing, Brand Identity, Brand Strategy, Product and Services Strategy including Software, Web Development, eCommerce, CD Rom, DVD, Interactive Kiosks, Special Effects, Animation, post-Production, Motion Graphics, and Broadcast Compositing. Presently managing team of twelve, and acting as collaborative business advisor to partners for sister company, Dreams Edge. Provides ongoing brand and technology consulting for company partners, American Savings Bank, Wimberly Allison Tong & Goo and Honolulu Academy of the Arts.

1988 - 1997

Snelling & Snelling, Inc.

Dallas, Texas

District Manager

Managed Kansas and Missouri Corporate offices shortly after conversion from franchise to corporate branch system. Reduced turnover from 900% prior to position beginning to 5% within 6 months. Increased sales by 22% for both territories, and successfully implemented Corporate system and philosophy while overseeing new computer system upgrade and program conversion. Offices ranked consistently in top 25% of Snelling offices worldwide. Areas of responsibility included: P & L accountability, Business Development, National Accounts Acquisition, Sales & Marketing, Hiring, Training, Team Development & Management, Branch Acquisition Advisor.

Corporate Branch Manager

- Opened first Snelling & Snelling, Inc. Corporate Branch Office in nation in 1994, located in Honolulu, Hawaii. Retained brand equity in market, developed new business team and successfully implemented damage control program to attract former Snelling clients. Successfully rebuilt Snelling presence to \$12 million dollars and full profitability with the first 12 months of opening. Areas of responsibility included: P & L accountability, Business Development, Sales & Marketing, Hiring, Training, Team Development & Management, Branch Acquisition Advisor.

General Manager

Opened Honolulu office in 1988 with franchisee team and built business through developing unified and productive multifunctional team resulting in annual sales of \$3.1 million dollars, strong bottom line profitability and two productive and unique divisions. Office ranked #1 out of 300+ offices in the Snelling franchise system in 1990 after two years of operation. Achieved profitability through cost control and sales in less than 9 months. Assisted franchisees in creating new brand identity, collateral material, sales tools and company strategy. Areas of responsibility included: P & L, Business Development, Sales & Administrative Team Management, Marketing, Personnel, Hiring, Training.

Education

1982 -1955 Chaminade University of Honolulu
Bachelors of Business Administration In Marketing

Professional memberships

2001-2002 Professor in Communications at Chaminade University of Honolulu
1999 -- present Hawaii Technology Trade Association- Founding Member

References

Available upon request