FLM 351: Media Sales
Harrington School of Communication and Media
University of Rhode Island

About the Instructor:

Robert Melfi is a URI alumnus who has over 37 years of experience in the media industry. He had held various positions ranging from Account Executive to Area Sales Manager to General and National Sales Manager to General Manager/Partner. Robert has worked in radio, television, cable and print. His accolades and achievements include The Wharton School of Business for Radio Sales Managers, Certified Radio Marketing Consultant (CRMC) from the Radio Advertising Bureau, along with Six Sigma Green Belt Certification from General Electric/NBC Television. In addition, he has attended numerous management conferences with NAB and RAB. He has extensive training with NBC’s Paradigm Management Training, along with Dr. Raymond Kevane’s Management Program. He has been an instructor for weekend boot-camps for the Radio Advertising Bureau, along with being a guest speaker at various local universities. He is a returning Adjunct Professor with the University of Rhode Island. He is currently employed at Townsquare Media in Massachusetts as WBSM Broadcast Manager.

Course Description: This course will focus on media sales. We will examine the multi-billion dollar media industry and how revenue is generated. Subject matter will focus on facts, figures, and discussions about Radio, Television, Cable, Digital, and Internet. We will also examine Direct Mail, Outdoor, Newspapers, Magazines, Specialty Publications and Advertising Agencies. We’ll learn about Nielsen Ratings, streaming, along with broadcast cash flow to maintain profitability. We will discuss the vast array of exciting and lucrative career opportunities and which one is right for you. We’ll learn about crucial interviewing tips in this competitive industry, along with real work challenges. You’ll master the industry glossary of terms. We’ll examine the crucial steps of selling:
positive self-image, prospecting, strong verbal and written communication skills, closing and servicing. This course will feature hand-outs along with a Media Sales textbook. We will enhance this course with guest speakers from the local media industry.

**Textbook Selection for this course:**

“Management of Electronic and Digital Media”  
Sixth Edition  
Author: Alan B. Albarran

**Goals: Upon successfully completing this course, you will be able to:**

- Master the industry’s glossary of terms.  
- Understand the fundamentals of media selling.  
- Have a full comprehension of the various types of media organizations.  
- You'll learn about exceptional compensation types for your efforts in media sales.  
- You'll learn about small town media owners to the gigantic media empires.  
- You'll learn how to ask effective questions with a client needs analysis form.
• You’ll learn how to write effective radio commercials and digital ads and learn what a “call to action” means.
• You’ll learn how to schedule radio commercials to coincide with peak listening times of the day.
• You’ll learn about live remotes, sports sponsorships, cause marketing and on air promotions.
• You’ll learn about key listening techniques to help solve a client’s problem.
• You’ll learn how to overcome objections to close a sale.
• You’ll learn about how to work with 3rd parties such as advertising agencies.

Text Book: To Be Determined. Only one of those show below will be selected upon further review --

• “Media Selling: Television, Radio, Print and Internet.” Author: Charles Warner
• “Successful Local Broadcast Sales.” Author: Paul Weyland

• Assignments (20%): Hand-outs that will need to be studied along with textbook assignments. Performance on assignments should be impeccable with proper wording, punctuation and appearance. It should be at the same level of work performed if you were employed at a media company.

• Attendance and Classroom Participation (20%): Regular and on time attendance is expected. We do recognize circumstances may arise that necessitate your absence from class. Please inform your instructor as soon as possible should you anticipate missing a class. Questions and classroom interaction are highly encouraged. Reading and studying course material is mandatory for success in this course.

• Exams (60%): Exams will be given on each media topic. Missed exams must accompany a doctor’s note. Make-up exams may be administered with points deducted.

• Accommodations for Students with Disabilities: Any student with a documented disability should contact the instructor as early in the semester as possible so that we can make reasonable arrangements. As
part of this process, please be in touch with the Disability Services for Students’ office at 302 Memorial Union, 401-874-2098.
• Electronic Devices: Laptops, smart phones, tablets, audio players, and recording devices are not allowed in this classroom as they present a distraction and are considered disruptive behavior.

• Academic Integrity: Any situation of cheating or plagiarism will not be tolerated and penalties may result in an “F” on an assignment or exam.

• Civility: Disruptive classroom behavior is not allowed or acceptable. This includes inappropriate talking or behavior during lectures, discussions, or exams. This also includes the use of cell phones and other digital devices during the class which is considered disruptive to the learning process.

• Weather: Should the University of Rhode Island cancel classes due to inclement weather, the material that was scheduled to be covered that evening will take place in the next schedule classroom session.

Grading System:

(A).........9
3-100% (A-)
 ).........90-
  92%
(B+).......87–89%
(B)........
  83–86% (B-)
 ).........80–
  82%
(C+).......77–79%
(C).......7
  3–76% (C-)
 ).......70–
  72%
(D+)....... 67-69%
(D).........60-66%

(F).........0-59%