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SEMESTER : 6TH

SUBJECT : MEDIA MANAGEMENT

ASSIGNMENT

10th June 2020

1. Write down role of the following positions holders in media organizations (TV, Radio, News Paper, Magazine, Production House):

- MD,
- CEO,
- CFO
- COO
- Marketing Manager
- Director News
- Director Current Affairs
- Director Administration
- Controller News
- Chief Editor
- Editor

Answer :

MD:

In MD stands for Managing director who is responsible for giving strategic guidance and direction to the board to ensure that the Company achieves its financial vision, mission and long term goals.

Main responsibilities

- Direct and control the work and resources of the company and ensure the recruitment and retention of the required numbers and types of well-motivated, trained and developed staff to ensure that it achieves its mission and objectives.
- Prepare a corporate plan and annual business plan and monitor progress against these plans to ensure that the company attains its objectives as cost-effectively and efficiently as possible.
- Provide strategic advice and guidance to the chair and members of the board, to keep them aware of developments within the industry and ensure that the appropriate policies are developed to meet the company's mission and objectives and to comply with all relevant statutory and other regulations.
- Establish and maintain effective formal and informal links with major customers, relevant government departments and agencies, local authorities, key decision-makers and other stakeholders generally, to exchange information and views and to ensure that the company is providing the appropriate range and quality of services.

- Develop and maintain research and development programmes to ensure that the company remains at the forefront in the industry, applies the most cost-effective methods and approaches, provides leading-edge products and services and retains its competitive edge.
- Prepare, gain acceptance, and monitor the implementation of the annual budget to ensure that budget targets are met, that revenue flows are maximised and that fixed costs are minimised.
- Develop and maintain an effective marketing and public relations strategy to promote the products, services and image of the company in the wider community.
- Represent the company in negotiations with customers, suppliers, government departments and other key contacts to secure for it the most effective contract terms.
- Develop and maintain Total Quality Management systems throughout the company to ensure that the best possible products and services are provided to customers.
- Develop, promote and direct the implementation of equal opportunities policies in all aspects of the company's work.
- Oversee the preparation of the annual report and accounts of the company and ensure their approval by the board.
- Develop and direct the implementation of policies and procedures to ensure that the company complies with all health and safety and other statutory regulations.

2: CEO

CEO, which stands for Chief Executive Officer, is the highest-ranking individual in a company or organization. The CEO is responsible for the overall success of a business entity or other organization and for making top-level managerial decisions. They may ask for input on major decisions, but they are the ultimate authority in making final decisions. There are other titles for CEOs, such as chief executive, president, and managing director.

Responsibilities of CEO

- Communicating, on behalf of the company, with shareholders, government entities, and the public
- Leading the development of the company's short- and long-term strategy
- Creating and implementing the company or organization's vision and mission
- Evaluating the work of other executive leaders within the company, including directors, vice presidents, and presidents
- Maintaining awareness of the competitive market landscape, expansion opportunities, industry developments, etc.
- Ensuring that the company maintains high social responsibility wherever it does business
- Assessing risks to the company and ensuring they are monitored and minimized
- Setting strategic goals and making sure they are measurable.

CFO:

The word CFO stands for chief financial officer. A chief financial officer (CFO) is the senior executive responsible for managing the financial actions of a company. The CFO's duties include tracking cash flow and financial planning as well as analysing the company's financial strengths and weaknesses and proposing corrective actions.

The CFO is similar to a treasurer or controller because they are responsible for managing the finance and accounting divisions and for ensuring that the company's financial reports are accurate and completed in a timely manner. Many have a CMA designation.

COO :

COO stands for chief operating officer. His role and responsibilities follows ;

The goal of the COO position is to secure the functionality of business to drive extensive and sustainable growth.

Responsibilities:

- Design and implement business strategies, plans and procedures
- Set comprehensive goals for performance and growth
- Establish policies that promote company culture and vision
- Oversee daily operations of the company and the work of executives (IT, Marketing, Sales, Finance etc.)
- Lead employees to encourage maximum performance and dedication
- Evaluate performance by analysing and interpreting data and metrics
- Write and submit reports to the CEO in all matters of importance
- Assist CEO in fundraising ventures
- Participate in expansion activities (investments, acquisitions, corporate alliances etc.)
- Manage relationships with partners/vendors

Marketing Manager :

Marketing managers oversee the promotion of a business, service, product or brand. Depending on the organization, they may be managing the marketing of a whole line of products and services, or be focused on one particular thing to promote. They may also be in charge of a staff of marketing assistants.

Marketing Manager Responsibilities:

- Developing a pricing strategy that maximizes profits and market share but considers customer satisfaction.
- Identifying new customers.
- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.
- Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Compiling lists describing our organization's offerings.
- Developing and managing advertising campaigns.

- Organizing company conferences, trade shows, and major events.
- Building brand awareness and positioning.
- Evaluating and maintaining a marketing strategy.
- Directing, planning and coordinating marketing efforts.
- Communicating the marketing plan.
- Developing each marketing campaign from start to finish.
- Researching demand for the organization's products and services.
- Evaluating competitors.
- Handling social media, public relation efforts, and content marketing.

Director News and his Responsibilities:

TV news directors manage television station news departments and staff to ensure the accurate, timely delivery of news. They plan news broadcasts by determining and scheduling all of the content that goes live. TV news directors are in charge of quality control, as they monitor stories for accuracy and ensure that broadcasting rules and regulations are followed.

TV News Director Duties & Responsibilities :

A TV news director's responsibilities require them to be away from their desk, actively handling the day-to-day decisions of the newsroom.

Their duties include:

- Overseeing the daily operations of the television newsroom and website content
- Budgeting and hiring news staff
- Reviewing stories to make sure they are fair and accurate before they go on the air
- Ensuring adherence to journalistic and legal standards
- Solving problems when stories selected to be broadcast aren't coming together or when equipment breaks
- Monitoring news developments and sending news feature ideas to personnel for content creation

Director Current Affairs :

The Current Affairs department, is responsible for daily and weekly news and current affairs programmes on television, and radio.

The Current Affairs department defines curious journalism in the public interest, by investigating, interrogating and explaining the world we live in.

Role Responsibility:

The Head of Current Affairs will ensure that their team continues to collaborate effectively across the News Group and beyond to ensure that audiences get the best value from the original journalism produced by the department. You'll also be expected to lead and innovate in the development of Current Affairs driving the growth of digital activity across the department.

Director Administration :

Also known as Directors of Operations or Operations and Administration Directors, Directors of Administration are tasked with coordinating daily operational functions, streamlining management systems, monitoring budgets, supervising managers, improving business efficiency, requesting audits, and analyzing financial data.

Director of Administration Responsibilities:

- Overseeing day-to-day operations.
- Developing organizational policies.
- Disbursing funds to managers.
- Managing administrative budgets.
- Hiring and training administrative staff.
- Negotiating contracts and agreements with vendors.
- Maintaining corporate relationships.
- Monitoring operating expenses.
- Liaising with HR and other departments.
- Updating executives on business performance.

Controller News:

TV news directors manage television station news departments and staff to ensure the accurate, timely delivery of news. They plan news broadcasts by determining and scheduling all of the content that goes live. TV news directors are in charge of quality control, as they monitor stories for accuracy and ensure that broadcasting rules and regulations are followed.

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Chief Editor :

Editors in chief manage and oversee the content produced for publications or websites. This includes reviewing all content produced, such as articles and photographs, developing strategies and style guidelines, and representing the brand at social events throughout the year. Editors in chief work in an office-based environment and typically work full time, although they may be required to work additional hours, particularly around deadlines. This job is well suited to people with strong business acumen, excellent writing and proofreading skills, networking and interpersonal skills, and the ability to guide a team towards business goals.

Chief Editor Roles and responsibilities :

Editors in chief carry out a range of duties, which vary depending on the organization they work for. Based on job listings we analyzed, an editor in chief's duties typically involve:

Editing Content

The editor in chief reviews all content, articles, and photographs for accuracy and appropriateness, providing suggestions where necessary to improve them.

Setting Editorial Guidelines

The editor in chief determines the editorial guidelines and tone of voice for the brand, ensuring that all content produced falls in line with this style.

Managing the Departmental Budget

From advertising to staff travel, the editor in chief manages the financial aspects of the publication's content. This includes finding new and innovative ways to utilize funding to gain a broader readership and drawing up budget proposals.

Representing the Publication

An editor in chief acts as the publication's representative at social functions or industry events; some travel may be required.

Hiring Editorial Staff Members

The editor in chief is responsible for hiring the staff for the content and editorial team, in particular, the hiring of assistant editors. The editor in chief works closely with these team members to develop editorial boards for upcoming publications, issues, or campaigns.

Editor :

Editors of scientific journals have responsibilities toward the authors who provide the content of the journals, the peer reviewers who comment on the suitability of manuscripts for publication, the journal's readers and the scientific community, the owners/publishers of the journals, and the public as a whole. Depending upon the relationship between the editor and publisher for particular journals, some of the roles and responsibilities between the two may overlap in some of the following:

Editor Responsibilities toward Authors:

- Providing guidelines to authors for preparing and submitting manuscripts
- Providing a clear statement of the Journal's policies on authorship criteria
- Treating all authors with fairness, courtesy, objectivity, honesty, and transparency
- Establishing and defining policies on conflicts of interest for all involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers
- Protecting the confidentiality of every author's work

Q2:

Write a summary not less than 1000 words of Chapter 04 entitled "Online Advertising and Viral Campaigns" pg 63 to 83 of the book attached with email.

Answer:

Online Advertising according to the book is delivering promotional content through the Internet into people's browsers or email. There is a lot of different kinds of online advertising.

There is text ads, images or display ads, and video.

In addition is important to know how relevant online advertising is;

Online advertising drives a ton of the content throughout the Internet. Therefore, online advertising is an easier thing to get to the traditional media one can start with a small budget.

The main goal of online advertising is that it allows one to reach people that one may not be able to reach without Internet.

Online advertising, also known as online marketing, Internet advertising, digital or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

When software is used to do the purchasing, it is known as programmatic advertising.

Online advertising includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

- Social networking remains the most popular online pastime for adults all over the world, and advertisers have evolved their strategies to target consumers where they spend their time, namely on social networks such as Facebook and Twitter. Paid social advertising functions similarly to paid search, with the notable exception that advertisers, not users, take the initiative – advertisers must “search” for users, rather than the other way around.
- One of the greatest strengths of paid social advertising is the granularity with which advertisers can target prospective customers, and this principle underpins many social advertising platforms and products. Advertisers can target users with hundreds of parameters, from demographic data (such as age, gender, income, level of education, and marital status) to browsing preferences and social behaviour.

Viral Campaigns :

Viral Campaign is when someone creates video or visual content that resonates with their target audience. That content is shared to the point that it spreads like wildfire, or goes viral. When a marketing campaign goes viral, a company’s sales, engagement, and brand awareness can increase dramatically.

The company targets its audience of sophisticated beer drinkers in an engaging, creative, and humorous way through TV, social media, and YouTube. The unique campaign created fans around the world that helped spread it across multiple platforms, so much so that people even dress up as the commercial's main character for Eid.

Many marketers hope for a campaign to go viral meaning it's recognized, widely-accepted, and influential. But there's no guaranteed formula. However, if you think about some of your favourite viral marketing campaigns, you'll notice some common features. Marketers wanting to reach a bigger audience should keep these attributes in mind when creating their next campaign:

1. It appeals to a target audience.

A successful viral marketing campaign considers the target audience. For any campaign to go viral, it needs to resonate with the audience and make them feel so strongly about your content that they decide to share it with their family, friends, and followers.

Determine who your target audience is in the earliest stages of your campaign creation. To achieve this, ask questions such as: Who do I want to connect with? What content would they feel passionate about? What are their hopes, dreams, and values? Why would they care about my campaign? What will can I do to make them want to share my content with their social network?

2. It has a strong visual strategy.

Viral marketing campaigns require a visual strategy — this guides potential customers to understand your brand through the use of images.

A campaign should tell a story and that story is best told using visual elements that resonate with your audience. Your visual strategy needs to be compatible with your brand and target audience — it should be interesting, informative, and contain some element of intrigue, such as humour or hope.

3. It's highly creative.

Think about your favourite viral marketing campaign. What sets it apart from others?

Marketing campaigns don't go viral unless they have a unique, interesting, and innovative idea behind them — your campaign needs to be something new and attention-grabbing.

4. It has emotional appeal.

Have you seen the Dove Real Beauty Sketches campaign? It makes you feel frustrated, insecure, strong, and confident in just a few minutes.

Each commercial shows a person sitting behind a curtain describing their appearance while an artist who cannot see them draws their portrait. After the individual is done describing his or her features and the portrait is complete, the curtain is removed. The artist then draws a second portrait of the individual based off what they actually see.

After the second portrait is finished, the artist places the two drawings next to each other. As you can probably imagine, the portrait derived from the individual's self-description is less attractive than what the artist draws in the second portrait.

In fact, in each video throughout the campaign, the portrait that the artist creates is a much brighter and more realistic depiction of the individual. This is a message about self-esteem and the beauty within all of us.

The campaign went viral because of its relatability and emotional appeal. You need to make your audience feel something otherwise, why would they want to share your content?

5. It's easy to share and promote.

Thanks to the internet and social media, sharing and promoting your content with the rest of the world is pretty simple. You don't need huge sums of money to produce successful photo or video content that can be consumed by the greater population.

Conclusion:

To put in a nutshell, online advertising is a technique to make your message reach go a huge number of people in second. Moreover, it is less costly and effective. Therefore, these days online advertisement is on its peak.

Coming to viral campaigns this is tool to get you advertisement popular in social media. Different techniques are used for this that are already mentioned above.

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