

WHAT 1340 Radio: At a Crossroads

TheCaseSolutions.com

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Business Strategy

Professor Mikko Arevuo

Fall 2014

Decision Making Process

DEFINE

- Case study reading
 - Problem identification: Should WHAT radio acquire WCXJ radio?
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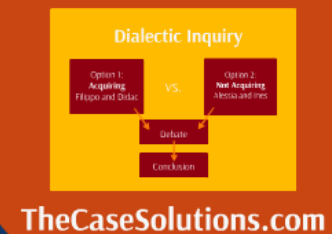
DIAGNOSE

- Personal views
 - Group discussion
 - Outline key facts and data:
 - Withdraw of the grant by HUD
 - Time constraint
 - Uncertainties
 - Ambiguous and limited information
 - Different opinions within family
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DESIGN



DECIDE



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DEFINE

- Case study reading
- Problem identification: **Should WHAT radio acquire WCXJ radio?**

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WHAT

1989 – Acquisition of WHAT 1340 AM Radio by Cody Anderson

Target audience: African-American community of Philadelphia

Mission: Serve the Afro-American community



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Goals of key players

Cody (CEO)

Reach his vision to serve the African-American community



Kyle (heir)

Financial stability so WHAT can focus on the core business

Bill (voice)

More popularity and wider audience

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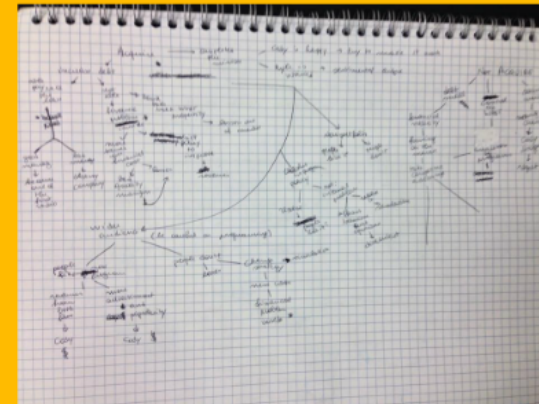
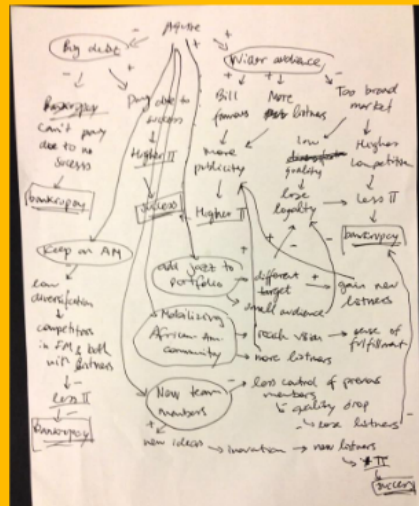
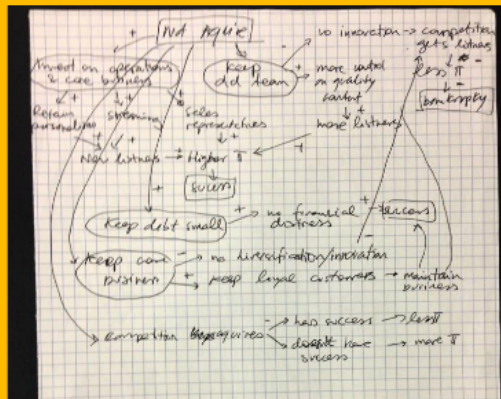
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Individual Causal Maps

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DECIDE

Dialectic Inquiry

Option 1:
Acquiring
Filippo and Didac

VS.

Option 2:
Not Acquiring
Alessia and Ines

Debate

Conclusion

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