RTV 4500: TELECOMMUNICATION PROGRAMMING

Course Information

Meeting: Weimer 1084
Time: Tuesday: 8:30-10:25
                  Thursday: 8:30-9:20
Prerequisite: Grade of ‘C’ or better in RTV 2100 and RTV 3007.

Instructor

Colin Kearney
Office: Weimer G038
Office Number: 352-846-1107
Office Hours: T/TH 11:00-12:00 & by appointment
E-Mail: ckearney1@ufl.edu

Course Materials

Subscription to Cynopsis (free) (www.cynopsis.com)

Course Description & Objectives

Audience, economic and placement considerations in scheduling programs for broadcast radio, television and cable television, and other electronic media of mass communication. This course must be completed before enrolling in RTV 4506 and RTV 4800.

Objectives:

1) To understand the various telecommunication media industries & their structures.
2) To be able to compare and contrast the public interest & marketplace models of the media industry, as well as the inherent conflict this causes for commercial media firms.
3) To understand the dual product market concept
4) To understand basic competitive strategies utilized by telecommunications media.
5) To understand basic programming theory and how it is applied in the competitive marketplace
6) To understand the relationship between technology, policy, innovation, and competition within the media marketplace
7) To be able to effectively apply programming theory & competitive strategy to actual media industry scenarios
8) To understand audience traits & audience measurement techniques
9) To be able to assess the strengths and weaknesses of various content delivery platforms for different audiences, and to effectively program across multiple content platforms
10) To learn to think critically, objectively, & strategically about the telecommunications industry, its structure, and dynamics, in order to effectively problem-solve
**Grade Breakdown***

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93.5-100</td>
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<tr>
<td>A-</td>
<td>89.5-93.4</td>
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<tr>
<td>B+</td>
<td>86.5-89.4</td>
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<tr>
<td>B</td>
<td>83.5-86.4</td>
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<tr>
<td>B-</td>
<td>79.5-83.4</td>
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<tr>
<td>C+</td>
<td>76.5-79.4</td>
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<tr>
<td>C</td>
<td>73.5-76.4</td>
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<tr>
<td>C-</td>
<td>69.5-73.4</td>
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<tr>
<td>D+</td>
<td>66.5-69.4</td>
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<tr>
<td>D</td>
<td>63.5-66.4</td>
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<tr>
<td>D-</td>
<td>59.5-63.4</td>
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<tr>
<td>E</td>
<td>0-59.4</td>
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</tbody>
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*Note on Breakdown, points will be rounded up to the first decimal point, but grades that fall beyond that mark will not be rounded up.

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**Assignments & Evaluation**

Media Platform SWOT Analysis: 10%
Final TV Show Analysis: 20%
New Program “Pitch” 15%
Mid-Term Exam: 20%
1st Pilot Essay: 10%
2nd Pilot Essay: 15%
Attendance & Participation: 10%

All assignments are due at the time class meets. Late assignments will be accepted up to 24 hours later (from the class period time) with a 10% grade reduction. After this, no credit will be given. (Late assignments must be turned into my mailbox at Weimer Hall or in person.) Class absence is not an acceptable excuse for a late assignment.

When assignments are returned, I will enforce a 24/7 policy: you are not allowed to discuss grades until 24 hours after you have received it, and as such, assignment grades will not be discussed 7 days after being returned.

We will also be using TurnItIn for most assignment submissions (through our Canvas site), and will discuss how to do so in class. The same deadline above also applies to the TurnItIn submission. In addition to uploading your assignment, however, please also turn in the hard copy in class for grading purposes.

Exams must be taken on the assigned date. Failure to show up for an exam will result in a zero. (This does not apply to excused absences due to school-sponsored events; see below. In such cases, see me for arrangements.) If, for some reason, an emergency arises and you realize you will not be able to take the test on the date given, you must get my permission to do so, and we must discuss this ahead of time. (Leaving me a phone message or sending an email does not constitute permission)

**DUE DATES:**

**SWOT ANALYSIS:** 1/23

**1ST PILOT ESSAY:** 2/13

**MID-TERM EXAM:** 2/27

**2ND PILOT ESSAY:** 3/27

**FINAL PROGRAM ANALYSIS:** 4/12

**NEW PROGRAM PITCHES:** 4/19 & 4/24
# Course Schedule (Subject to Change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic of Week</th>
<th>Tuesdays</th>
<th>Thursdays</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Introduction/Industry Overview</td>
<td>Introductions &amp; Syllabus Overview</td>
<td>Industry Overview</td>
</tr>
<tr>
<td>2</td>
<td>Network Scheduling</td>
<td>Lecture/Activity</td>
<td>Pilot #1</td>
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<tr>
<td>3</td>
<td>Media Performance</td>
<td>Lecture/Activity</td>
<td>Pilot #2</td>
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<tr>
<td></td>
<td>SWOT ANALYSIS DUE</td>
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<tr>
<td>4</td>
<td>Understanding Audiences</td>
<td>Lecture/Activity</td>
<td>Pilot #3</td>
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<tr>
<td>5</td>
<td>Audience Measurement</td>
<td>Lecture/Activity</td>
<td>Pilot #4</td>
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<tr>
<td>6</td>
<td>Non-Prime Time Programming</td>
<td>Lecture/Activity</td>
<td>Pilot #5</td>
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<td></td>
<td>PILOT 1-4 CRITIQUE DUE</td>
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<tr>
<td>7</td>
<td>Syndication</td>
<td>Lecture/Activity</td>
<td>Exam Review</td>
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<tr>
<td>8</td>
<td>Exam</td>
<td>MID-TERM EXAM</td>
<td>Pilot #6</td>
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<td>9</td>
<td>NO CLASS - SPRING BREAK</td>
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<tr>
<td>10</td>
<td>Program Development</td>
<td>Lecture/Activity</td>
<td>Pilot #7</td>
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<td>11</td>
<td>Emerging Platforms</td>
<td>Lecture/Activity</td>
<td>Pilot #8</td>
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<td></td>
<td>Network Screening</td>
<td>Network Screening</td>
<td>NO CLASS - At Conference</td>
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<tr>
<td></td>
<td>PILOT 1-8 ESSAY DUE</td>
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<tr>
<td>13</td>
<td>The New Frontier</td>
<td>Lecture/Activity</td>
<td>Lecture/Activity</td>
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<tr>
<td>14</td>
<td>Radio &amp; Audio</td>
<td>Lecture/Activity</td>
<td>FINAL PROGRAM ANALYSIS DUE</td>
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<tr>
<td>15</td>
<td>Presentations</td>
<td>PITCH PRESENTATIONS</td>
<td>PITCH PRESENTATIONS</td>
</tr>
<tr>
<td>16</td>
<td>End of Course</td>
<td>NO CLASS - At Conference</td>
<td>NO CLASS - Reading Day</td>
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Additional Course Policies

Emails:

Please include RTV 4500 in the subject line of all emails. I will do my best to respond with 12-24 hours. Also, make sure to be professional within communication correspondence. Initial emails should not be sent in the same vain at text messages. A great website to use for advice: "How to Email Your Professor (without being annoying AF) by @lportwoodstacer http://bit.ly/2bPUCxS.

Electronics & Technology:

I recognize and understand the importance social media and technology plays in your daily life; however, try to restrain to use such media as absolutely necessary. There will be numerous opportunities to engage with technology, and you will be known ahead of time if and when you need to bring laptops/tablets to class. I will provide a break on Tuesday class meetings to allow you to check up on social media and let everyone know how much fun you are having in RTV 4500 :).

Attendance Policy

This is a course that cannot simply be completed through reading alone - rather it is a highly interactive one that will not only enrich your knowledge of the material, but give you greater preparation for your assignments. As such, you will be allotted two free absences at your discretion. Each additional absence will result in a 10% deduction from the attendance portion of the course grade. You may not use the exam date or either events are considered excused documentation, and do not count above. These include obligations due to your membership on UF organizations, student government recognized UF groups. Job career-related events are also documentation. Finally, there are many religious holidays throughout the semester. If you know that you will be missing class for this reason, please see me ahead of time so that I know to excuse the absence.

Schedule Changes:

If changes to the course schedule occur this semester, students will be notified at least one week before such changes occur
Academic Honesty & Integrity

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA in this class. Familiarize yourself with the University of Florida Student Honor Code at http://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/ as well as possible violations and sanctions. UF’s Academic Honesty Guidelines and Standards of Ethical Conduct (http://www.dso.ufl.edu/studentguide/studentrights.php#ethicalconduct) can also be found on the Student Conduct and Conflict Resolution portion of the Dean of Students’ web site (http://www.dso.ufl.edu/sccr). You should not be at UF or plan a career in this field unless you are prepared to do your own original work. If I discover that you have been academically dishonest in this class in any way, you will be penalized, up to and including suspension from the University. You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. “I didn’t realize that was plagiarism” or "no one ever told me" is not an acceptable response, and will not excuse you from academic dishonesty violations, if found. While you are responsible for reading and understanding UF’s policy in its entirety, examples of academic dishonesty include:

• Using phrases or quotes from another source without proper attribution
• For purposes of this class, five or more words (verbatim) from a source without proper attribution will be considered plagiarism.
• Improper attribution includes failure to place quotation marks around verbatim text from another source, as well as failure to cite author when content is paraphrased.
• “Forgetting” to source material you use (same as above, intentional or not)
• Passing off others’ ideas as your own
• Turning in the same assignment or paper for two courses, i.e. “dual submission.” (While this might be tolerated in other classrooms, it will not be tolerated here.)
• Stealing and/or copying other students’ work, whether on a test or assignment
• Bribery
• Fabrication of material

Cheating and academic dishonesty don’t just harm you and your classmates. Such behavior cheapens the value of every degree from the University of Florida.
Support Services

Academic Help: Additional services are available at:
The Teaching Center & The Reading and Writing Center
SW Broward Hall, 392-2010, http://teachingcenter.ufl.edu

Disability Resources: If you have a disability that you believe will affect your performance in this class and/or need special accommodations, please see me.

Additional information and services are available at:
UF Disability Resource Center, 392-8565
http://www.dso.ufl.edu/drc/
(Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to me in office hours to discuss accommodations.)

As alluded to earlier, “life happens.” Often, things that happen outside of the classroom can affect your performance inside the classroom. UF has wonderful and confidential counseling services to assist you, should this happen. They can handle almost any issue imaginable (academic, relational, family, stress management, abuse, eating disorders, etc.) so don’t be afraid to phone or stop by for this wonderful (free) assistance.

Contact info:

Academic and Personal Counseling: UF Counseling & Wellness Center
ph. 392-1575
3190 Radio Road
http://www.counseling.ufl.edu/cwc