RTV 4500 (209220):
TELECOMMUNICATION PROGRAMMING

1967-1968 NBC Schedule

Course Information

Meeting: Online

Time: Asynchronous

Prerequisite: Grade of "C" or better in RTV 2100 and RTV 3007.

Facilitator

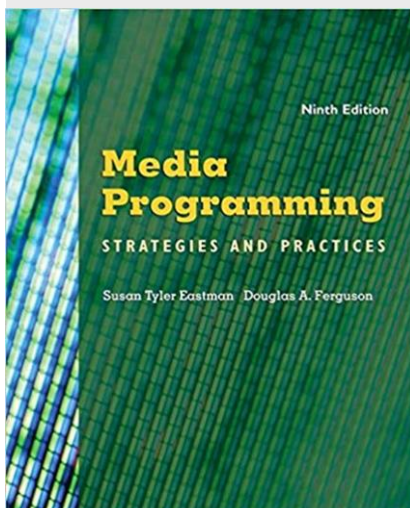*Dr. Gladys L. Cleland*, CJC '86

Office: Central New York

Cell: 315.382.8484; Text before you call and, please, *identify yourself*.

Office Hours: Vary, but always by Cell and Skype appt.

E-Mail: clelangl@jou.ufl.edu

Course Materials

Main text. *Full text list begins on page 4.*

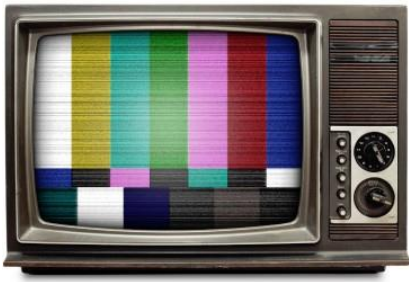## Primary Course Objective→
To provide a knowledge base of audience, economic and placement considerations in scheduling programs for electronic media. This course must be completed before enrolling in RTV 4506 and RTV 4800. *Are you ready?*

Learning Outcomes will enhance your ability to→
1) Analyze and identify various media industries and their structures
2) Compare and contrast media content development and production, according to public interest and public consumption strategies
3) Conceptualize and create product development strategies
4) Implement basic competitive programming strategies utilized by media industry management professionals
5) Apply basic programming theory to the competitive electronic media marketplace
6) Analyze and critique the relationships between technology, policy, innovation, and competition within the media marketplace
7) Apply programming theory and competitive strategies to actual media industry scenarios
8) Create a *Script Bible* portfolio, including its required elements
9) Assess the strengths and weaknesses of new and established content and its delivery platforms for specific demographic audiences
10) Critically assess the telecommunication industry, its structure, and management dynamics to effectively problem-solve programming and related challenges.

Grade Breakdown*

. . . .

A 93.5-100

A- 90-92.99

B+ 86-89.99

B 83-85.99

B- 80-82.99

C+ 76-79.99

C 73=75.99

C- 70-72.99

D+ 66-69.99

D 63-65.99

D- 60-62.99

E 0-59.99

*My goal is not to fail you, but to enjoy learning with and from you.
If you are having an issue or challenge, **PLEASE** reach out and communicate; thanks!

Assignments & Evaluation→

Discussion Posts (5) – 20%
Media Platform SWOT Analysis – 10%
Pilot Critique #1– 10%
Mid-Term Project – 20%
Pilot Critique #2– 10%
Program Analysis – 10%
Capstone Project/Script Bible – 20%

Each class week runs from Monday (module assignments OPEN) TO Sunday (module assignments DUE), WITH 3 days for Late Submissions, ending Wednesday. This schedule will change if assignments dictate more time to complete, so check Course ANNOUNCEMENTS often. Late Submissions will be docked (-5 points, or as noted). **Unless directed by the course facilitator, NO ASSIGNMENTS will be accepted via email submission. There also are no "extra credit" opportunities.**

NOTE: Module Numbers and Semester Weeks **MAY NOT CORRESPOND**. For example, Module 6 may be a multi-week learning experience and, therefore, may be offered in Weeks 6, 7, *and* 8. So, do not look for assignments for Module 6 only in Week 6, dig?

FYI-1: This is a RESEARCH AND CREATIVE WRITING-INTENSIVE, self-directed course, which means that you must be motivated and time manage your participation. Your facilitator does not lecture, but enhances your learning through assignments and individual or group commentary related to real world scenarios, text information, and other support materials.

FYI-2: Where applicable, EVERY submission should provide one to two credible and legitimate **outside sources**, referenced in APA Style. See citefast.com for assistance in formatting. Your Text is one of your course guides, NOT your only source of information. Even if an assignment appears opinion-based, you should seek resources to support your platform. **I call this P-I-E [Platform – Investigation of supporting information – Examples (provided to add credibility to your platform and the points you are attempting to make.]**

Your Student Role includes:

➢ Checking Canvas email and course Announcements **daily**
➢ Obtaining external course materials as noted by the facilitator via email, or in your course Announcements
➢ Completing all course readings and assignments **by deadline**
➢ Watching video and listening to podcast materials, reading assignment materials, and taking your own notes. In addition, you should complete all readings AND review any related .pdf files or other literature URL links provided that complement the assignments
➢ Participating in ALL discussions and exercises, and helping your facilitator to note any disparities in the materials (course materials are modified often and sometimes mistakes happen ☺)
➢ Practicing your innovative and entrepreneurial skills as a communications student (Be Resourceful!), and
➢ **Communicating often with your professor** ☺ I hold online office hours and will announce those to you via Canvas email. I encourage you to chime in, say hello, and ask questions!

My Instructor's Role includes:

❖ Guiding your classroom success in a diplomatic, courteous, and fun environment. This is called establishing a "Social Contract," where we set the boundaries for respectful communication interaction with one another.
❖ Reviewing, grading, and offering individual or group commentary on your assignments within a 10 to 14-day period. Some assignments are detailed and *may take a longer time to offer feedback.*
❖ Providing discussion prompts and questions that are evocative/provocative, substantiated with citations/references, and introduce all of us to new ideas and perspectives (I want to learn from you, too!)
❖ Diplomatically resolving any issues that arise with assignments and other course challenges
❖ Adhering to UF Academic and Student Policies as well as Codes of Conduct and Ethics promulgated by various Professional Communications Organizations
❖ Communicating often with YOU to learn about your world, your learning style, and how I may enhance your future success for Senior Projects, Internships, and Employment
❖ *Having some fun while learning together!*

My bio will be posted in the classroom soon AND I'll be asking for yours!
➢ I am a highly interactive prof, who is online throughout the day and especially during the late evening hours after I walk my furbaby!
➢ I am happy to speak with you via telephone and Skype by appointment.
➢ I like to use smiley faces ☺ or :-)
➢ Finally, it is extremely important for you to know that I DID NOT create this class, but I am updating it along our semester journey. So, I may be discovering challenges along the way with you. Professional courtesy is expected!

Textbook and Web Resources:

Eastman, S. T., & Ferguson, D. A. (2013). *Media programming: Strategies and practices* (9th ed.). Australia: Wadsworth. **[Required]**

Merzbacher, C. (2018). *The SHORT! guide to producing*. New York: Routledge. **[Required]**

Prigge, S. (2005). *Created by...Inside the minds of TVs top show creators*. New York: Silman-James Press. **[Optional]**

American Psychological Association. (2010). *Publication manual of the American Psychological Association*. (6th ed.) Washington, DC: Author. **[Optional]**

Citefast automatically formats citations: APA 6th edition, MLA 7th ed., and Chicago 16th ed. (2018). Retrieved from http://citefast.com [One of several free online sources available.]

E-Learning in Canvas:
Problems with access? Please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352.392.4357 – option 2). You also may seek assistance at Learning-support@ufl.edu. **Do not contact your facilitator.** **PLEASE GET A SERVICE TICKET NUMBER.**

Gator Honor Codes and Policies for Special Needs:
It is YOUR responsibility to research, read, understand and utilize the following codes and services to make each UF course experience productive, successful and enjoyable!

1. Academic Misconduct
Academic honesty and integrity are fundamental values of the University of Florida community and the community of Communication professionals. *Making fact errors on a project* includes, but is not limited to, plagiarism and self-plagiarism, inaccurate or fabricated information, inaccurate or undocumented statistics, misspellings of proper names, misquotes, and more. These infractions will result in a **full letter grade deduction for that assignment**. Please proofread and fact check your writing, sources, and information carefully! Students should be sure they read and understand the *UF Student Honor Code* and the College's *Code for Academic Dishonesty.*
>>If you need help, please ask. Online tutoring also is available<<

2. Accommodations for Students with Disabilities: Students requesting classroom accommodations must first register with the Dean of Students Office. A professional from the Dean of Students Office will provide documentation to the student, who then has the responsibility to provide that documentation to the Instructor when requesting accommodation.
3. Grading Policies: Information on current University of Florida grading policies can be found online or on campus at The Registrar's Office.

4. Instructor Evaluation..."GatorRater": Students are highly encouraged to provide constructive feedback on the quality of instruction in this course. These evaluations are conducted online near the end of the semester and can be accessed within your course. Students will be notified of specific times when they are open. Summary results of these assessments are also available to students through GatorRater.

5. Netiquette: This is our classroom "social contract." All members of the class are expected to follow rules of common courtesy in all forms of communication but, especially, email messages, threaded discussions, and chats. Don't forget to use professionalism, too, when interacting via a telephone or Skype conversation! Please read this article BEFORE you whip off an email to your instructors or to one of your course colleagues...*just sayin'*!

Grading **(Your guide to success!):**

Your work will be evaluated according to the distribution outline provided on p. 2 of this Syllabus and as specified in your CANVAS Classroom. **To emphasize**...Each class week generally runs from Monday (module assignments OPEN) TO Sunday (module assignments DUE), WITH 3 days for <u>Late Submissions</u>, ending Wednesday. Some assignments will be given more than one week to accomplish – pay attention to deadlines. Late Submissions will be docked (-5 points, or as noted). **Unless directed by the course facilitator, NO ASSIGNMENTS will be accepted via email submission.**

Also, there are <u>no make-up assignments</u> unless you have a doctor's note, a documented emergency, or you have negotiated with your instructor ahead of time. **Finally, rarely is "extra-credit" offered in this course<<<**

Points to Ponder→

➢ It is extremely important for you to know that I DID NOT create the original course shell (although I am now!) and I'm not the person you may see in any video lectures, but my mug will show up somewhere ☺ I am a seasoned broadcasting professional and academic journalist, so I'll add some interesting topics along the way! Just remember, together we may discover some course design challenges. Professional courtesy and patience are appreciated!

➢ **Assignment deadlines and other class details for each Module Week will be posted in the CALENDAR AND ANNOUNCEMENTS sections of this online classroom –** _**check both course Announcements and Canvas email daily!**_

➢ WATCH your deadlines! Some deadlines change according to the content and some assignments have more than one part. Also, it's vital to keep everyone engaged together and to help our colleagues who may be having technical challenges, which may delay their Weeks 1-2 submissions. Again, thanks for your professionalism!

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If You Believe, You WILL Achieve ☺
#ClelandEDGE!

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NOTES: