

MEDIA MANAGEMENT IN TV AND FILM

RTV 4930

3 CREDITS

SPRING 2024

"Your journey begins with a choice to get up, step out, and live fully." – Oprah Winfrey

"I don't dream at night, I dream at day, I dream all day. I'm dreaming for a living." - Steven Spielberg

"I always say don't make plans, make options." - Jennifer Aniston

INSTRUCTOR: Carlina Williams

EMAIL ADDRESS: carlina1@ufl.edu (only use email – DO NOT use Canvas messaging)

OFFICE HOURS: By appointment.

COURSE OVERVIEW AND OBJECTIVES:

This course is designed to provide an introduction into media management in television and film from the creative executive perspective. In particular, this course covers script coverage, international and domestic case studies, entertainment company analysis, and pitching television shows and features. These corporate principles are both relevant and useful for individuals who wish to start their careers in managing media. Given the nature of the topics covered and accompanying course assignments, at the end of the course students should be comfortable with how to identify, analyze, and solve media management challenges globally.

COURSE ASSIGNMENTS AND GRADING POLICIES

<u>Assignment</u>	<u>Points</u>	<u>Percentage</u>
Company Email	50	4%
Executive Notes	150	13%
Company Analysis Report & Presentations	200	18%

Pitch Deck & Presentations	200	18%
Weekly Discussion Boards	100	10%
Class Participation	100	10%
Final Exam	250	23%
Speaker Questions	50	4%
<u>Total</u>	<u>1100</u>	
Extra Credit: Group Evaluations	5	
Extra Credit: Learning Diary	10	

GRADING SCALE

Students should note that I do not round grades for this course since extra credit opportunities are provided. Please also see UF Grades and Grading Policy.

<u>Percentage</u>	<u>Letter Grade</u>
93 – 100	A
90 – 92.9	A-
87 – 89.9	B+
82 – 86.9	B
80 – 81.9	B-
77 – 79.9	C+
68 – 76.9	C
64 – 67.9	C-
60 – 63.9	D+
53 – 59.9	D
50.1 – 52.9	D-
50 and below	E

A. COMPANY EMAIL

Learning the terminology and how to respond to emails in the entertainment industry is essential to building connections and getting work done. In this exercise, students will receive a prompt in class and submit their response in a written assignment via Canvas.

B. EXECUTIVE NOTES

Students will be given scripts and need to provide executive notes to the writers based on samples shown in class. The notes should be no longer than 3 pages and must adhere to the format presented during lecture.

C. COMPANY ANALYSIS REPORT AND PRESENTATIONS

Participants will be placed on teams (4-5 people). Each team will be required to complete a company report presentation (6-8 pages) and a 10 minute presentation (5 slides). The company will be assigned to the team during the first week of class. Company analysis will be due by Monday February 26, 2024. Presentations will be on Wednesday February 28, 2024.

Company Report – You will need to obtain enough information about your identified company/organization to answer the following questions:

1. Identify the company's value proposition to the customer.
2. Provide an account of the company's history.
3. Outline the company's mission, strategy and business model.
4. Identify the company's target market and its product offerings.
5. Outline the company's competitive advantage as well as its competitors.

D. PITCH DECK AND PRESENTATIONS

Students will be given the opportunity to create and present a pitch deck for a show or film of their choice to air on the company from the analysis reports. They will select content from either TV, Film, or Streaming. Additionally, the participants will need to identify the genre of their project (i.e. preschool, fantasy, horror, etc.). The pitch deck (10-15 slides) will be presented to a panel in 10 minutes on why their show should be selected. Pitch deck will be due by Wednesday April 10, 2024. Presentations will be on Wednesday April 17, 2024.

The Pitch Deck needs to include the following:

1. Logline and Synopsis
2. Setting
3. Characters

4. Format and/or Sample Episodes
5. Synergy Opportunities

E. DISCUSSION BOARDS

During the term, I will post some current events and related current course topic issues on the discussion bulletin board. Discussions will last for 1 week for every topic. Note that participation in the course bulletin board is worth 100 points of your final course grade.

The final course points you earn for the bulletin board will be determined by your meaningful participation throughout the term (i.e., you should submit 1 or more on topic and substantive posts per week, per open topic throughout the term – at least one post each week for each open topic (e.g., if there are 2 open topics in a week, then at least 1 post in each topic discussion for 2 minimum posts that week—one in each topic)). Your post can be a new thread or a follow-on response to one of your cohort's posts. New and responding threads are weighted exactly the same. Once the board is closed, it cannot be reopened.

Discussions will close 2 hours prior to the start of class on the due date.

F. CLASS PARTICIPATION

Students must be actively involved in the case studies and presentations. Each student should be prepared to ask questions and will be assessed based on the quality of the questions you ask or issues that you raise.

G. FINAL EXAM

The exam will be a closed book and closed notes consisting of 30 questions. Questions will stem from the lectures, speaker presentations, and articles presented in class and on Canvas.

H. SPEAKER QUESTIONS

A total of 2 questions must be submitted the Monday prior to the speaker presentation that Wednesday. Students must be actively involved in the sessions, and each student should be prepared to ask questions. You will be assessed based on the quality of the questions you ask or issues that you raise.

EXTRA CREDIT

I. GROUP EVALUATIONS

Part of your extra credit (company analysis report, pitch deck, and both presentations) will be determined by your group members' evaluation of your contribution. In particular, after your final

group projects submission, each group member will fill out a group member evaluation form. Each group member will be evaluated on a contribution scale from 1-5, with 5 being the highest. Based on the group member evaluations, your group member score will be adjusted according to the following scale:

Group Evaluation of Contribution % of Group Score Earned by Group Member

5 100%

4 90%

3 80%

2 50%

1 0%

J. LEARNING DIARY

Each student will keep a learning diary (2-3 pages) that is based on the sessions. Each entry will contain the following information:

1. The student's observations and comments about the sessions, their relevance to media, and the information conveyed---summary of key learning points from the sessions.
2. Self-reflection on things that countered the student's assumptions or expectations.
3. Self-reflection on how the elements of the presentation relate to the student, how he/she/they views themselves and their future plans, and what they are learning about themselves.

The Learning Diary will be due on Monday April 22, 2024 at 11:59 pm.

COURSE SCHEDULE

Every week we will meet in person for lectures and case studies on Mondays. The goal each Wednesday is to meet via Zoom and have a different guest speaker discuss their career in entertainment. In the event a speaker has to cancel at the last minute, every attempt will be made to find a new speaker for that week with an updated announcement in Canvas.

Speakers will be announced in advance (either in the syllabus or an announcement in Canvas).

Please note that we will be meeting in person on two Wednesdays this semester, April 17 and April 24.

Week 1 (January 8-14): Introduction, Syllabus, and Assign Groups

Due: Discussion Board (Jan. 17)

Weeks 2 & 3 (January 15-28): The Great Assist

Due: 2 Discussion Boards (One is due on Jan. 22 and the other is due on Jan. 24)

2 Guest Speakers (Assistants - Leah Akomolafe and Samantha Hill)

NO CLASS ON JANUARY 15: MARTIN LUTHER KING JR. DAY

Week 4 & 5 (January 29-February 11): Know Your Audience

Due: Company Emails (Jan. 31) and Discussion Board (Feb. 7)

2 Guest Speakers (Research Analysts - Laura Kurtz and Dr. Gary Corbitt)

Week 6 & 7 (February 12-25): Who's Your Client

Due: 2 Discussion Boards (One is due on Feb. 14 and the other is due on Feb. 21)

2 Guest Speakers (Netflix and South Africa Production Companies— Derek Wan and Nosipho van de Bragt)

Week 8 (February 26-March 3): Company Analysis Presentations

Due: Company Analysis Reports and Presentations (Feb. 26)

Week 9 (March 4-10): Noticing Notes

Due: Executive Notes (Mar. 6)

1 Guest Speaker (TV/Film Executive - Mahal Sourgose)

Week 10 (March 11-17): Spring Break

NO CLASS

Week 11 (March 18-24): The Art of Storytelling in Film

Due: Discussion Board (Mar. 20)

1 Guest Speaker (Film Executive - Jacqueline Garell)

Week 12 (March 25-31): The Art of Storytelling in Kids Programming

Due: Discussion Board (Mar. 27)

1 Guest Speaker (Kids Executive - Neil Wade)

Week 13 (April 1-7): The Art of Storytelling in TV

Due: Discussion Board (Apr. 3)

1 Guest Speaker (TV Producer/Writer - Simran Baidwan)

Week 14 & 15 (April 8-21): Project Pitch Presentations with Panel Review

Due: Pitch Decks (Apr. 10) and Presentations (Apr. 15 & 17)

2 Guest Speakers (1 TV and 1 Film Producers — Eric Day and Rasheda Donner)

Week 16 (April 22-28): Closing and Final Exam (Apr. 24)

Due (Optional): Learning Diary and Group Evaluations (Apr. 22)

SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against

University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

ONLINE MEETING ETIQUETTE

Video conferencing is an excellent tool to interface with your peers and instructor(s) but there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and etiquette expectations including the following:

1. Be punctual and courteous.
2. Position your camera at eye level with good lighting.
3. Show respect and professionalism by dressing business casual or business professional.
4. Make sure your background is in a proper setting with minimal distractions.
5. Mute your microphone when you are not speaking.

WRITING STYLE

In order to meet the academic rigor and standards of UF, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

LATE WORK POLICY

No late work will be accepted except for documented emergencies.

UNIVERSITY POLICIES

ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

NETIQUETTE: COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <https://teach.ufl.edu/wp-content/uploads/2020/04/NetiquetteGuideforOnlineCourses.docx>

DISABILITY ACCESS

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the

instructor when requesting accommodation. You must submit this documentation prior to submitting assignments. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

ONLINE COURSE EVALUATION PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals.

Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>.

Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

SYLLABUS DISCLAIMER

By taking this course, you agree to read the syllabus carefully and abide by its terms. I, too, will adhere to the rules and procedures. I do, however, reserve the right to adjust as needed. Every class is unique, and new challenges often arise; therefore, flexibility might be required. Should there be an alteration that affects grading or course planning, I will announce the change and provide an amended syllabus to you.