

## RTV 4500: TELECOMMUNICATION PROGRAMMING

Spring 2015

Meets: T 2<sup>nd</sup>- 3<sup>rd</sup> period (8:30-10:25a), TH 2<sup>nd</sup> period (8:30-9:20a)

Classroom: 1084 Weimer

Instructor: Gillian Wheat

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Office: G042 Weimer

Office Hours: T/TH 10:45a-12:45p

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Description: 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.

Prerequisites: Grade of 'C' or better in RTV 2100 and RTV 3007.

### Objectives:

- 1) To understand the various telecommunication media industries and their structures.
- 2) To be able to compare and contrast the public interest and 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 and competitive strategy to actual media industry scenarios.
- 8) To understand audience traits and 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, and strategically about the telecommunications industry, its structure, and dynamics, in order to effectively problem-solve.

### Required Texts:

- Eastman, S.T. & Ferguson, D.A. Media Programming: Strategies and Practices (9<sup>th</sup> ed.). Wadsworth/Cengage, 2013. (green cover)
- Other readings as assigned

### Recommended Web Sites:

*Television Week*  
*Broadcasting & Cable*  
*Multichannel News*  
*Advertising Age*

tvweek.com  
broadcastingcable.com  
multichannelnews.com  
adage.com

<i>Variety</i>	variety.com
<i>Radio Ink</i>	radioink.com
<i>The Nielsen Company</i>	nielsen.com
<i>comScore</i>	comscore.com
<i>FCC</i>	fcc.gov
<i>National Assn of Broadcasters</i>	nab.org
<i>National Assn of Television Programming Executives</i>	natpe.org
<i>National Cable &amp; Telecommunications Assn</i>	ncta.com

The *Wall Street Journal* and business sections of major papers are also good sources. The *New York Times* often has excellent, in-depth pieces on the media industry. The *Los Angeles Times* typically has very current stories on the TV industry as well. (Both have online editions.)

E-Learning and Class Communication: This is an E-Learning course. Check our Sakai site daily (<https://lss.at.ufl.edu/>) for class-related materials, announcements, or correspondence from me.

Course Policy regarding usage of Digital Devices:

- 1) Please show courtesy by turning off cell phones and electronic devices during class.
- 2) Laptop computers and tablets are permitted ONLY if they are being used for note taking. Checking Facebook, tweeting, or using other social media during class, is not permitted. It is a distraction for everyone, including your professor, and does not contribute to the learning environment.
- 3) Audio and video recording of lectures, as well as photos/still images of lecture slides via any digital device, are strictly prohibited.

<u>Grading</u>	<u>Assignments and Evaluation</u>		
A	94-100%	Hot Clock	8%
A-	90-93.95	Cross-Platform Program Pitch	20%
B+	87-89.95	Program Performance Analysis	17%
B	84-86.95	Exam #1	30%
B-	80-83.95	Exam #2	25%
C+	77-79.95		
C	74-76.95		
C-	70-73.95		
D+	67-69.95		
D	64-66.95		
D-	60-63.95		
E	Below 60		

Information on current University of Florida grading policies can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

All assignments are due during class. Late assignments will be accepted up to 24 hours later (from the end of the class period) 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. “Computer problems” are also not a valid excuse for late assignments. Plan ahead.

We will also be using **TurnItIn** for most assignment submissions (through our Sakai 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. These include obligations that may come about due to your membership on UF sports teams, music organizations, student government or other officially-recognized UF groups. In such cases, you must provide documentation and make alternate arrangements with me before the exam is given. If an emergency arises and you realize you will not be able to take an exam on the date given, you must get my permission to do so ahead of time and provide documentation. Leaving me a phone message or sending an email does not constitute permission. Make-up exams are essay-only.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

#### Academic Honesty:

Familiarize yourself with the University of Florida Student Honor Code, as well as possible violations and sanctions. UF’s Academic Honesty Guidelines, Honor Code, and Standards of Ethical Conduct can be found on the Dean of Students web site at: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>. 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.)

Things that happen outside of the classroom can affect your performance inside the classroom. As such, UF has wonderful and confidential counseling services to assist you. They can handle almost any issue imaginable (academic, family, stress management, abuse, eating disorders, etc.) so don't be afraid to call or stop by for this wonderful (free) assistance.

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

### Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at: <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at: <https://evaluations.ufl.edu/results/>.

### **COURSE SCHEDULE** (subject to change)

<b>Week</b>	<b>Topic</b>	<b>Reading Assignment</b>	<b>Project Due</b>	<b>Notes</b>
Jan. 5	Industry Overview; Dual Product Market and its Challenges	Sakai: Croteau & Hoynes, Ch. 1		Read syllabus, UF Academic Honesty policy.
Jan. 12	Market Structure and Economics of the Industry; Media Company Performance	Sakai: Croteau & Hoynes, Ch. 1 (cont'd) Text: Ch. 1		

Jan. 19	Market Influences and Strategies of Media Firms	Sakai: Croteau & Hoynes, Ch. 4	1/22: Hot Clock assignment	
Jan. 26	Understanding Audiences; Audience Measurement	Text: Ch. 5		
Feb. 2	Audience Measurement (cont'd)	Text: Ch. 5 (cont'd)		
Feb. 9	Network Scheduling and Programming Strategies	Text: Ch. 2		
Feb. 16	Network Scheduling and Programming Strategies (cont'd)	Text: Ch. 2 (cont'd)	2/19: Exam #1	
Feb. 23	Multichannel TV Strategies	Text: Ch. 3, Ch. 9		
Mar. 2	Spring Break	NO CLASSES		Spring Break
Mar. 9	Online Programming and Strategies; Mobile Content; Emerging Media Platforms	Text: Ch. 4	3/12: Cross-Platform Program Pitch	3/12: Submit pitch to TurnItIn (Sakai site) and turn in hard copy.
Mar. 16	Program Development; The Syndication Market	Text: Ch. 6		
Mar. 23	The Syndication Market; Upfronts	Text: Ch. 6 (cont'd)		
Mar. 30	Non-Prime Time Programming	Text: Ch. 7		
Apr. 6	Radio and Audio Programming	Text: Ch. 11, Ch. 12	4/9: Program Performance Analysis	4/9: Submit analysis to TurnItIn (Sakai site) and turn in hard copy.
Apr. 13	Public Broadcasting	Text: Ch. 10		
Apr. 20			4/21: Exam #2	4/21: LAST DAY OF CLASS