

RTV 4500: TELECOMMUNICATION PROGRAMMING

Summer A 2014

Meets: MTW 4th-5th period (12:30-3:15p)

Classroom: Matherly Hall, Room 18

Instructor: Gillian Wheat

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Office: G029 Weimer

Office Hours: MT 10:30a-12:00p

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 (9th 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 & 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/> and click “continue”) 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	10%
A-	90-93.95	Cross-Platform Program Pitch	25%
B+	87-89.95	Midterm Exam	35%
B	84-86.95	Final Exam	30%
B-	80-83.95		
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 one of the 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)

Day	Topic	Reading Assignment	Project Due	Notes
May 12	Industry Overview; Dual Product Market and its Challenges	Sakai: Croteau & Hoynes, Ch. 1		Read syllabus, UF Academic Honesty policy.
May 13	Market Structure and Economics of the Industry; Media Company Performance	Sakai: Croteau & Hoynes, Ch. 1 (cont'd) Text: Ch. 1		

May 14	Market Influences and Strategies of Media Firms	Sakai: Croteau & Hoynes, Ch. 4		
May 19	Understanding Audiences; Audience Measurement	Text: Ch. 5		
May 20	Audience Measurement (cont'd)	Text: Ch. 5 (cont'd)	5/20: Hot Clock assignment	5/20: Turn in hard copy.
May 21	Network Scheduling and Programming Strategies	Text: Ch. 2		
May 26	NO CLASS	NO CLASS	NO CLASS	NO CLASS
May 27	Network Scheduling and Programming Strategies (cont'd)	Text: Ch. 2 (cont'd)		
May 28	MIDTERM EXAM	MIDTERM EXAM	MIDTERM EXAM	MIDTERM EXAM
June 2	Multichannel TV Strategies	Text: Ch. 3, Ch. 9		
June 3	Online Programming and Strategies; Mobile Content; Emerging Media Platforms	Text: Ch. 4		
June 4	Program Development; The Syndication Market	Text: Ch. 6		
June 9	The Syndication Market; Upfronts	Text: Ch. 6 (cont'd)		
June 10	Non-Prime Time Programming	Text: Ch. 7	6/10: Cross-Platform Program Pitch	6/10: Submit pitch to TurnItIn (Sakai site) and turn in hard copy.
June 11	Radio and Audio Programming	Text: Ch. 11, Ch. 12		
June 16	Public Broadcasting	Text: Ch. 10		
June 17	Public Broadcasting (cont'd)	Text: Ch. 10 (cont'd)		
June 18	FINAL EXAM	FINAL EXAM	FINAL EXAM	FINAL EXAM