

# RTV 4500: TELECOMMUNICATION PROGRAMMING

Spring 2013

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

Classroom: Rinker 110

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Office Hours: T, W 1-4pm

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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:

<i>Television Week</i>	tvweek.com
<i>Broadcasting &amp; Cable</i>	broadcastingcable.com
<i>Multichannel News</i>	multichannelnews.com
<i>Advertising Age</i>	adage.com
<i>Variety</i>	variety.com
<i>Radio Ink</i>	radioink.com
<i>Arbitron</i>	arbitron.com

<i>The Nielsen Company</i>	nielsenmedia.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*, *Business Week* magazine, 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.)

Other (Programming) Sites:

thefutoncritic.com  
zap2it.com  
hollywoodreporter.com  
tvweek.com (also for show ratings)

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. Please feel free to also use these resources to communication with each other.

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.

Grading

A	94-100%
A-	90-93.95
B+	87-89.95
B	84-86.95
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

Assignments and Evaluation

Hot clock	7%
Cross-platform Program Pitch	20%
Analysis of Program Performance	20%
Exam 1	25%
Final Exam	20%
Participation	8%

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. “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; 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.) Makeup exams are essay-only.

**Participation** is graded in this class. It’s my way of knowing that you are engaged in the course, that you’re on task and involved in class discussions. I want to know your thoughts and ideas, so do your peers, and so will your future employers. The depth and richness of our class time depends on this exchange. Class attendance is also part of the overall “participation” grade.

#### Academic Honesty

Familiarize yourself with the University of Florida Student Honor Code at <http://www.dso.ufl.edu/judicial/honorcode.php> 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>), also known as Judicial Affairs. 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.

### Attendance Policy

Much of what you will learn will come not from your textbooks, but from class lecture and discussion. (Exam content will also reflect this.) Your absences also take away from your peers' educational experience. Recognizing that "life happens," however, my attendance policy for the course is as follows. Each student is permitted a total of **five** excused absences for the duration of the semester. Beginning with the sixth absence, however, a 10% grade reduction will be applied to the "participation" portion of your final grade, with another 10% for every missed day (unexcused) after that. My advice: Use these 5 excused absences wisely and responsibly. If you use up all of these days early in the semester and then get sick later on, you are out of luck. Please plan ahead, knowing that family emergencies, illness, and other things will come up. Also, an attendance sheet will be passed during the first 15 min. of each class. It is your responsibility to sign it, so that your attendance can be noted. (If you are more than 15 min. late to class, you forfeit your attendance credit for that day.) Do not ask me how many absences you have during the semester. (That is your job.)

*Note:* School-sponsored events are considered excused absences with proper documentation. 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. Also, 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.

### 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/>


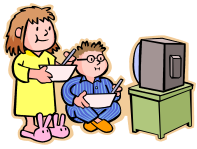
(Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to me in office hours to discuss accommodations.)

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:

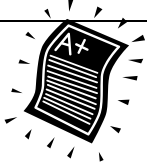
#### Academic and Personal Counseling:

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

**COURSE SCHEDULE** (subject to change)

Week of	Topic	Reading Assignment	Project due	Notes
Jan. 7	Industry overview; the Dual Product Market and its Challenges	<u>Sakai</u> : Croteau & Hoynes, Ch. 1		Read syllabus, UF Academic Honest policy.
Jan. 14	Market Structure and Economics of the Industry; Media Company Performance	<u>Text</u> : Ch. 1 <u>Sakai</u> : Croteau & Hoynes, Ch. 1 (cont'd).	1/17: Hot clock assignment 	
Jan. 21	Market Influences and Strategies of Media Firms; SWOT analysis	<u>Sakai</u> : Croteau & Hoynes, Ch. 4		In-class exercise: Conducting a SWOT analysis
Jan. 28	Understanding Audiences  Audience Measurement	<u>Text</u> : Ch. 5		
Feb. 4	Audience Measurement, cont'd.	<u>Text</u> : Ch. 5 (cont'd), Nielsen and Arbitron site readings		In-class exercise: Reading ratings charts.
Feb. 11	Network Scheduling and Programming Strategies	<u>Text</u> : Ch. 2		Breakout Session: Programming Strategy Faceoff
Feb. 18	Multichannel TV Strategies	<u>Text</u> : Ch. 3, 9	2/21: Exam 1	

Feb. 25	Multichannel TV (contd');  Online Programming and Strategies	<u>Text:</u> Ch. 9 (cont'd); Ch. 4		
Mar. 4	Spring Break	NO CLASSES		Spring Break
Mar. 11	Mobile Content  Emerging Media Platforms  Program Development	<u>Text:</u> Ch. 4 (cont'd).	Due 3/14: Cross-Platform Program Pitch	3/14: Submit pitch to TurnItIn (on Sakai site).
Mar. 18	The Syndication Market; Upfronts	<u>Text:</u> Ch. 6		
Mar. 25	Non-Prime Time Programming	<u>Text:</u> Ch. 7		
Apr. 1	TV Station ad and Affiliate Programming Practices	<u>Text:</u> Ch. 8		
Apr. 8	Radio and Audio Programming	<u>Text:</u> Ch. 11		

Apr. 15	Radio and Audio Programming, cont'd.	<u>Text</u> : Ch. 12	Due 4/16: Analysis of Show Performance	4/16: Submit show analysis to TurnItIn (on Sakai site).
Apr. 22	Public Broadcasting;  Preparing Yourself for the Industry and the Job	<u>Text</u> : Ch. 10		4/24: LAST DAY OF CLASS
Apr. 29	Final Exam Week		5/2: Final Exam, 5:30-7:30pm	Exam period 2E (our classroom).