

RTV 4500: TELECOMMUNICATION PROGRAMMING

Summer A 2013

Meets: MTW Periods 4-5 (12:30pm-3:00pm)

Classroom: 18 Matherly Hall

Instructor: Todd Holmes

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Office Hours: MTW 3:30-5pm (or by appt.)

Course Catalog 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 4800.

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.). Thomson/Wadsworth, 2013.
- Other readings as assigned

<u>Recommended Web Sites:</u>	<i>Television Week</i>	tvweek.com
	<i>Broadcasting & Cable</i>	broadcastingcable.com
	<i>Multichannel News</i>	multichannelnews.com
	<i>Advertising Age</i>	adage.com
	<i>Variety</i>	variety.com
	<i>Radio & Records</i>	radioandrecords.com
	<i>Billboard</i>	billboard.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 & 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.)

<u>Other (Programming) Sites:</u>	thefutoncritic.com
	zap2it.com
	hollywoodreporter.com
	tvweek.com (also for show ratings)

Sakai and Class Communication: Sakai will be used for this course. Check our class 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 communicate with each other. While you must do and submit your own work, feel free to use one another as resources so that everyone benefits (e.g. questions you have, where to get needed resources, etc.).

Please show courtesy by turning cell phones and electronic devices off during class. Laptop computers are permitted if they are being used for note taking only.

Grading:

A	93-100%	C	73-76.99
A-	90-92.99	C-	70-72.99
B+	87-89.99	D+	67-69.99
B	83-86.99	D	63-66.99
B-	80-82.99	D-	60-62.99
C+	77-79.99	E	Below 60

Assignments and Evaluation:

Media Diary	5%	25 pts.
SWOT Analysis & Report	20%	100 pts.
Cross-Platform Program Pitch	20%	100 pts.
Analysis of Program Performance	20%	100 pts.
Exams	25%	125 pts.
Participation	10%	<u>50 pts.</u>
Total:		500 pts.

Assignments:

Late assignments will be accepted up to 24 hours later (from the class period time or time as listed on the course schedule) with a 10% grade reduction. After this, no credit will be given. 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, 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:

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 me an email does not constitute permission.)

Participation:

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.

Extra Credit:

Students will have the opportunity to earn extra credit throughout the course of the semester. These points will be earned through participating in activities announced in class and via email. Extra credit points will also be given to those students who participate regularly in class.

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 Judicial Affairs portion of the Dean of Students’ web site (<http://www.dso.ufl.edu/judicial/>). You should not be at UF or plan on 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, I will fail you (for the semester).

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” 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.
- “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 textbook, 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 THREE excused absences for the duration of the semester. Beginning with the fourth 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 3 excused absences wisely and responsibly. Also, an attendance sheet will be passed at the beginning of each class. It is your responsibility to sign it, so that your attendance can be noted. (If you are late to class, you are also responsible for finding it and signing it.)

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. 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: 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/>

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 walk over to Peabody for this wonderful (free) assistance. Contact info:

Academic and Personal Counseling: UF Counseling Center, 392-1575
301 Peabody Hall
<http://www.counsel.ufl.edu/>

COURSE SCHEDULE (subject to change)

Week of	Topic	Reading Assignment	Project Due/Exam Scheduled	Notes
May 13	Introduction to Programming •A Scaffold for Programmers Market Structure and Economics of the Industry	Text: Ch. 1 Reading: Media, Markets, and the Public Sphere	Due 5/15: Get to Know You Forms	Begin Media Diary Form Groups for SWOT Analysis Project
May 20	Strategies of Media Firms Frameworks for Media Programming •Prime-Time Network Programming Strategies •Multichannel Television Strategies	Reading: Strategies of the New Media Giants Text: Ch. 2 & 3	Due 5/21: Media Diary	5/21: Breakout session: Conducting a SWOT analysis
May 27	Frameworks for Media Programming •Online Television Strategies Understanding Key Processes •Program and Audience Research and Ratings	Text: Ch. 4 Text: Ch. 5	Due 5/30 @ 5pm: Media Company SWOT	5/27: NO CLASS (Memorial Day) 5/29: In-Class Work Time for SWOT

June 3	<p>Understanding Key Processes</p> <ul style="list-style-type: none"> •Syndication for Stations, Cable, and Online <p>Television Programming Practices</p> <ul style="list-style-type: none"> •Non-Prime-Time Network Programming •Television Station Programming Strategies 	<p>Text: Ch. 6</p> <p>Text: Ch. 7 & 8</p>	<p>6/3: Exam 1</p>	
June 10	<p>Television Programming Practices</p> <ul style="list-style-type: none"> •Basic and Premium Subscription Prog. •Public Television Prog. 	<p>Text: Ch. 9 & 10</p>	<p>Due 6/11: Cross-Platform Program Pitch</p>	
June 17	<p>Audio Programming Practices</p> <ul style="list-style-type: none"> •Music Radio Prog. •Information Radio Prog. 	<p>Text: Ch. 11 & 12</p>	<p>6/18: Exam 2</p> <p>Due 6/20 @ 5pm: Analysis of Show Performance</p>	<p>6/18: In-Class Workday (After Exam)</p> <p>6/19: NO CLASS</p>