I. Locator Information:
Instructor: Mr. Joseph C. Ross
Course: COMM 367 Electronic Broadcast Media Programming
Office Loc.: 331 L J. Tay.
Semester Credit Hours: 3 Credit Hours
Office Hrs: MWF 2-4P
Class Meets and Time: MWF 1 – 1:50P.
Total Contact Hours for Class: 3
Email address: jross@uncfsu.edu

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at http://www.undfsu.edu/PDFs/EmailPolicyFinal.pdf

II. Course Description:
An examination of the role of programming in electronic broadcast media in modern society and the analysis of the process, functions, responsibility and effects of various forms of electronic broadcast media programming.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1991, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Title IX – Sexual Misconduct
Fayetteville State University (University) is committed to fostering a safe campus environment where sexual misconduct — including sexual harassment, domestic and dating violence, sexual assault, and stalking - is unacceptable and is not tolerated. The University encourages students who may have experienced sexual misconduct to speak with someone at the University so that the University can provide the support that is needed and respond appropriately. The Sexual Misconduct policy can be found at the following link: http://www.uncfsu.edu/Documents/Policy/students/SexualMisconduct.pdf

Consulting with a Health Care Professional - A student who wishes to confidentially speak about an incident of sexual misconduct should contact either of the following individuals who are required to maintain confidentiality:

Ms. Pamela C. Fisher
Licensed Professional Counselor
Spaulding Building, Room 165
(910) 672-387
psmith@uncfsu.edu

Ms. Linda Melvin
Director, Student Health Services
Spaulding Building, Room 121
(910) 672-1454
lmelvi10@uncfsu.edu
Reporting an Incident of Sexual Misconduct - The University encourages students to report incidents of sexual misconduct. A student who wishes to report sexual misconduct or has questions about University policies and procedures regarding sexual misconduct should contact the following individual:

Ms. Victoria Ratliff  
Deputy Title IX Coordinator for Students  
Spaulding Building, Room 155  
(910) 672-1222  
vratliff@uncfsu.edu

Unlike the Licensed Professional Counselor or the Director of Student Health Services, the Deputy Title IX Coordinator is legally obligated to investigate reports of sexual misconduct, and therefore cannot guarantee confidentiality, but a request for confidentiality will be considered and respected to the extent possible.

Students are also encouraged to report incidents of sexual misconduct to the University’s Police and Public Safety Department at (910) 672-1911.

V. Textbook:

VI. Student Learning Outcomes:
Upon completion of this course, it is anticipated that the student will be able:

- To generally trace the evolution of electronic media programming from its earliest development to the present.
- To analyze the strategies and practices of electronic media programming.
- To appreciate the roles and responsibilities of an electronic media programmer.
- To analyze the role of an audience in electronic media programming.
- To illustrate the process of scheduling day and night programming. This will enable students to strategically identify an audience for a specific program.
- To acquire the skills of developing initial program which will enable students to be an electronic media programmer.
- Students will demonstrate the ability to evaluate critically the effects of electronic media programming upon society.
- Students will illustrate learned technical and media skills.

VII. Course Requirements and Evaluation Criteria –

a. Possessing textbook
b. Attending classes regularly and punctually
c. Participating in class discussion
d. Performing satisfactorily on quizzes and exams
e. All assignments must be typed (double spaced) and turned in as scheduled.
f. Grade Distribution
- Five quizzes 25%
- Class projects and presentation using technology and diversity 45%
- Two exams 20%
- Class Participation 10%

VIII. Academic Support Resources--
IX. Course Outline and Assignment Schedule

Week 1  
Course Introduction  
**Read: Chapter 1**  
A Scaffold for Programming  
What is programming?  
The Process of Programming  
The Elements of Programming  
The Model of Programming  
External Influences on Programmers

Week 2  
**Read Chapter 2**  
Frameworks for Media Programming  
Vertical Integration  
Audience Targeting  
Prime-Time Scheduling Practices  
New Program Selection  
Quiz One

Week 3  
**Read: Chapter 3**  
Multichannel Television Strategies  
Multichannel Video Programming Distributors  
Selection Strategies  
Evaluation Strategies  
Local Origination on Cable  
Community Access on Cable

Week 4  
**Read Chapter 4**  
Online Television Strategies  
The New Programs  
Web Program Providers  
Enhanced Viewing  
Video Games and Virtual Worlds  
Conceptual Framework  
Specific Approaches  
Online Measurement  
Quiz Two
Week 5  **Read Chapter 5**  
Understanding Key Processes Program and Audience Research and Rating  
Decision-Making for Programmers  
Program Testing  
Ratings Services  
Television Market Reports and other Programming Aids  
Project I

Week 6  **Read Chapter 6**  
Syndication for Stations, Cable, and Online  
Program Acquisition  
The Syndicated Chain  
The Decision Process  
Revenue Potentials  
Quiz Three

Week 7  Non-Prime-Time Network Programming  
Non-Prime-Time Dayparts  
Scheduling Strategies  
The Effects of Consolidation and Cable  
Project II

Week 8  Television Station Programming Strategies  
The Regulatory Wave  
The Digital Wave  
Sources of Television Programs  
Network Programming for Affiliates  
Midterm Exam

Week 9  **Read Chapter 9**  
Basic and Premium Subscription Programming  
The Network Affiliate Agreement  
News and Local Programming  
Project III

Week 10 & 11  **Read Chapter 10**  
Public Television Programming  
A Special Kind of Television  
Program Philosophy  
A Special Kind of Television  
PBS Responsibilities  
Production  
Types of Station Licenses  
Quiz Four

Week 12 & 13  **Read Chapter 11**  
Audio programming Practices
A Little History
Choosing a Format
Step-by-Step Selection Process
Implementation
News and other non-entertainment Programming
Operating, Producing, Distribution
Quiz Five

Week 14 & 15  Read:  Chapter 12
Information Radio Programming
Information versus Entertainment Radio
The Rise of Information Radio
Information Programming Formats
All News Formats
The Content Infrastructure
Project IV

Week 16  Final Exam
- Project V

X. Teaching Strategies

Teaching Strategies Include:
Lectures
Discussions
Student Presentations
Panel Discussions
View, reviews, and analysis
Projects

XI. Bibliography


*Arbitron Cable Television Study: Exploring the Consumer’s Relationship with Cable TV.* Columbia, MD: Arbitron, Inc., 2006.


Broadcaster Magazine. Toronto, Canada, 1942 to date. Canadian trade magazine covering the radio, television and cable industries, with special emphasis on current news.

Broadcasting & Cable: *The Business of Television*. New York: Reed Business Information, 1931 to date, weekly. (Cable added in 1972; radio and Washington politics dropped in 1992.). Major trade magazine of the broadcasting industry; see especially Special Reports on cable, children’s television, digitalization, high-definition TV, internet technology, journalism, media corporations, radio, reps, satellites, sports, syndication and television programming.


