

# COMM 3355: Media Programming & Management

**MON, WED 12:30 PM – 1:50 PM HUMANITIES 312 & ONLINE**

*Instructor: Deon Kay*

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Office Hours: Mon 10:00am-12:00pm & 2:00pm-5:00pm

Wed 9:30-12:30 **via email**

Fri 2:00pm-4:00pm & by appointment

## Course Objectives:

- (1) TO SUPPLY STUDENTS WITH PRINCIPLES for understanding and interpreting programming strategies in the television, cable, and radio industries;
- (2) TO FAMILIARIZE THEM WITH THE CONCEPTS, VOCABULARY, AND PRACTICES of programmers;
- (3) TO GIVE THEM EXPERIENCES in analyzing programming in particular situations;
- (4) TO GIVE THEM OPPORTUNITIES to explore the social and industry ramifications of programming changes orally and in writing.

**Additionally**, this course is an advanced level course that is based upon two prerequisite courses (COMM 1154-*Introduction to Mass Communications* & COMM 3350-*Telecommunication and Electronic Media Industries*). You are expected to already possess a certain amount of knowledge and familiarity with media programming and management concepts. If you are deficient in any of the foundational areas, you will need to bring yourself up to speed on your own.

**Required Course Reading:** *Media Programming Strategies & Practice*, Ninth Edition, by Susan Tyler Eastman, Douglas A. Ferguson

**Grading:** Work will be graded and returned as promptly as possible. When delivered in a timely manner, and in the correct format, this should happen within 1-2 weeks. Where possible, a grading rubric will be provided. Like with all things – **the more you put into the class, the more you will get out of it, and more likely than not, the higher your grade will be.**

## Letter grades work like this:

90%-100% = A, 80%-89% = B, 70%-79% = C, 60%-69% = D, > 60% = F

**Late Assignments:** I reserve the right to **not** accept late assignments. If a late assignment is deemed acceptable, it will be severely penalized (think 15 - 80%).

**Attendance & Participation:** We will meet in person periodically. These meetings are MANDATORY. In these sessions we will recap what we have been through in the online sessions, and to set up the next module. The work done in these sessions will make up 20% of your final grade for the class.

Our face-to-face meetings will be 8/24, 9/2, 9/21, 10/5, 10/14, 11/19, 12/2

- Documented, excused absences will not count against your participation grade, but you are required to make up any work that has been missed. If you miss class, your work is still due.

**Cell phone use:** Cell phones have NO PLACE in the classroom whatsoever. Turn them off before you walk into the room. If I see your cell phone you will be considered **absent** for that day (i.e. you cannot get credit for work done in these sessions which WILL negatively impact your grade.

*If there is something pressing you need to deal with, inform me at the start of class, and leave the room to deal with the matter.*

### **Mass Communications Program Learning Outcomes:**

1. Students will be able to understand critically the origin, development, and paramount economic, legal/policy, social, and effects issues of mass media.
2. Students will be able to understand critically structure and process of mass media industries within economic, legal, and ethical considerations.
3. Students will develop the ability to write mass media messages with accuracy, clarity, and brevity on deadline and within varying style, ethical, and legal considerations.
4. Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, style, technical, ethical, and legal considerations.
5. Students will be able to gain practical experiences to apply and test knowledge and skills, and to network with professionals.
6. Students will be encouraged to engage in interdisciplinary scholarship.

### **Course Learning Objective: II**

Students will demonstrate understanding of paramount economic, ethical, legal/policy, theory/research, social, and **technical** issues facing convergence journalism, **film and media arts**, and public relations industries, as well as the role of the principle personalities and stakeholders within the context of freedom of speech, freedom of the press, media competition, media convergence, diversity, and social responsibility.

**Students with Special Needs:** I will gladly make the necessary accommodations to ensure students with special needs can complete the class and get the most out of it. Please don't "wing it" and then tell me at the end of the semester. Come see me in private with your paperwork and we can discuss your particular needs.

**UWG Email Policy:** The University considers students' MyUWG e-mail account to be an official means of communication between the University and the student. It is the student's responsibility to check his or her email frequently for class, department, and University information. **I frequently email documents and class-related updates – not checking your email is no excuse for not completing work on time.**

## More about Emailing:

- (1) Allow 24 hours for an email response (except during online office hours). Allow 48 hours over the weekend.
- (2) Before you email me, make sure you check the syllabus and Course Den to make sure the answer has not already been provided. I am pretty good (although not perfect) at anticipating student needs and providing the required information regarding schedule and assignments. In many instances, the information you require has already been provided, and it will take less time for you to find it than to wait for a response.
- (3) Please think of emails as formal correspondence. A polite salutation as well as correct spelling and grammar will ensure you receive a favorable and prompt response. Emails written as text messages usually fail to impress the receiver or to convey the intended meaning.

**Common language for course syllabi:** Students MUST review the following information regarding **ADA, UWG Email Policy, Credit Hour Policy, and UWG Honor Code.**

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

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## Assignments

Reading Responses _____	20%
In-Class Work/Presentations _____	20%
Research Reports _____	20%
Mid-Terms _____	20%
Final Exam _____	20%

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## PART ONE: INTRODUCTION TO PROGRAMMING & PROGRAMMING CLASS

Week 1:

M 8/24      FACE TO FACE MEETING  
Syllabus And Course Outline: Purposes And Projects  
W 8/26      Read Ch. 1: "A Scaffold for Programmers"  
*Reading Responses*

## PART TWO: FRAMEWORKS FOR MEDIA PROGRAMMING

Week 2: Sources Of Programs; Common Strategies, Appeals, And Constraints

M 8/31  
W 9/2      FACE TO FACE MEETING  
Read Ch. 2: "Prime-Time Network Strategies"  
*Reading Responses*

Week 3: The Shelf Space Problem: Selection Of Cable Networks By MSOs Cable Program Economics And Program Suppliers

M 9/7      **LABOR DAY**  
W 9/9      Read Ch. 3: "Multichannel Television Strategies"  
*Reading Responses*

Week 4: Principles & Strategies For Online Programming

M 9/14      Read Ch. 4: "Online Television Strategies"  
W 9/16      *Reading Responses*

## PART THREE: UNDERSTANDING KEY PROCESSES

Week 5: Ratings and research in national and local programming

M 9/21      FACE TO FACE MEETING  
W 9/23      Read Ch. 5: "Program and Audience Research"  
*Reading Responses*

Week 6: Syndicated Programming

M 9/28      Read Ch. 6: "Syndication for Stations, Cable and Online"  
W 9/30      *Reading Responses*

Week 7: Preparation For Midterm

M 10/5      FACE TO FACE MEETING  
Mid-term Review

W 10/7      MIDTERM on Parts One, Two, and Three (Chapters 1, 2, 3, 4, 5, 6)  
(Thursday 10/8 9am – Monday 10/12 11:59pm)

**PART FOUR: TELEVISION PROGRAMMING PRACTICES**

Week 8: Network Daytime And Fringe Ratings And Strategies

M 10/12  
W 10/14      FACE TO FACE MEETING  
Read Ch. 7: "Non Prime-Time Network Programming"  
*Reading Responses*

**Wednesday, October 14 – Last Day to Withdraw without an F or WF**

Week 9: Station Scheduling Practices And Strategies

M 10/19      Read Ch. 8: "Television Station Programming Strategies"  
W 10/21      *Reading Responses*

Week 10: Changing Strategies For Premium And Cable Networks And PPV/VoD

M 10/26      Read Ch. 9: "Basic and Premium Subscription Programming "  
W 10/28      *Reading Responses*

Week 11: Principles And Goals Of Noncommercial Programming

M 11/2      Read Ch. 10: "Public Television Programming"  
W 11/4      *Reading Responses*

Week 12:

M 11/9      FACE TO FACE MEETING  
W 11/11

**PART FIVE: AUDIO PROGRAMMING PRACTICES**

Week 13: Principles Of Radio Programming Selection For National Distribution

M 11/16      Read Ch. 11 "Music Radio Programming"  
W 11/18      *Reading Responses*

Week 14:

M 11/23      **THANKSGIVING – NO CLASS**

Week 15: Strategies For Music Radio Programming

M 11/30      Read Ch. 12 "Information Radio Programming"

W 12/2      FACE TO FACE MEETING  
*Reading Responses*

Week 16: FINALS WEEK/FINAL INSTRUCTION

M 12/9      **11:00am – 1:30pm**      **HU 312**

FINAL EXAMINATION on Parts Three and Four covering lectures, readings, screenings, and assignments (textbook Chapters 7, 8, 9, 10, 11, 12)

The FORMAT of this exam will be covered closer to the time.