

COMM 3355: Media Programming & Management

Fall 2019

INSTRUCTOR: Kyle Lorenzano, Ph.D.

MEETING TIME & LOCATION: Tue/Thu, 3:30 – 4:45 p.m., Humanities 312

OFFICE: Humanities 149

OFFICE PHONE: 678-839-4933

OFFICE HOURS: Tue/Thu, 10:30 a.m. – Noon and 2:00 – 3:00 p.m.

VIRTUAL OFFICE HOURS (GOOGLE HANGOUT¹): Mon/Wed, Noon – 3:00 p.m.

EMAIL: klorenza@westga.edu (best way to contact me)

REQUIRED TEXTBOOK:

Medoff, N. J., & Kaye, B. (2016). *Electronic media: then, now, and later*. Taylor & Francis.

COURSE DESCRIPTION & OBJECTIVES

Building upon the foundations set in COMM 3350, this course is designed to foster an even greater, in-depth understanding of day-to-day media operations and their role in macro-level topics associated with the media industry as we know it today. With more of an emphasis on the programmatic and logistic aspects of broadcasting, students will learn many of the invaluable skills and principles that media practitioners have used (and continue to use) throughout their careers. Some of these practical skills include market research, program selection/development, and audience measurement, with a particular focus on traditional methods for calculating ratings and shares. At the same time, students will regularly be exposed to these classic principles of media management and operations in the context of the current media landscape, in addition to learning new skills associated with emerging media platforms and industries.

Mass Communications Program Learning Outcomes

- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications. (ACEJMC Student Learning Outcome #2)
- Students will apply basic numerical and statistical concepts. (ACEJMC Student Learning Outcome #11)

ACEJMC Professional Values and Competencies: As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These

¹ To start a Google Hangouts conversation, sign in to your UWG gmail account, visit hangouts.google.com, click 'New Conversation' near the top of the page, enter my UWG email (klorenza@westga.edu), and send an invitation to start the call. I will be available to talk via Google Hangouts during the virtual office hours dates/times listed above.

include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

6 x 6 Mass Comm Success

Six Values...

1. Freedom of Speech and Press
2. History
3. Domestic Diversity
4. Global Impact
5. Theories
6. Ethics

Six Competencies

1. Think Critically
2. Research, Evaluate & Analyze
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Statistics
6. Utilize Tools & Technology

A NOTE ON THE HYBRID FORMAT

Unless otherwise specified on the course schedule or via email/CourseDen, our allotted Tue/Thu class time will be used as such:

- On Tuesdays, students will be responsible for watching YouTube video lectures posted on CourseDen that same day. **Therefore, we will *not* have in-class meetings on Tuesday unless otherwise specified.**

- **On Thursdays, we *will* hold our regular class meeting from 3:30 – 4:45 p.m. in Humanities 312.** Typically, these class meetings will be reserved for activities, class discussion, reviewing important assignment/project directions, and administering exams. By Thursday's class, it is assumed that you have already watched Tuesday's lecture and read any assigned reading(s) for the week, so please ensure that you come prepared to class in accordance with the course schedule listed at the end of this document.

Please note that the typical schedule outlined above is entirely subject to change! As a result, students should *always* regularly check the course schedule, their UWG email, and CourseDen for any announcements concerning a change in the usual class format outlined here.

EVALUATION

- Syllabus Quiz	50 points
- Participation/Attendance	250 points
- Exams	300 points
- Television Program Analysis	150 points
- Programming Pitch	
Presentation	100 points
Written Proposal	150 points

1000 points

GRADING SCALE

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	69 – 60%
F	59% or below

SYLLABUS QUIZ (5%)

To ensure students have read and comprehended important aspects of the syllabus, a quiz will be administered in class on the date specified in the course schedule. The quiz itself will be comprised of 20 multiple choice and true/false questions. To prepare for the quiz, it is *highly* recommended that you read this syllabus in its entirety.

PARTICIPATION/ATTENDANCE (20%)

Students are expected to be attentive and active participants during class time. Therefore, participation/attendance during class will count towards your final grade (worth 20 points per class period, which equates to 200 points over the course of 10 class periods this semester). Attendance to class *alone* is not sufficient to receive these points for each class period. Therefore, the instructor reserves the right to deduct some or all of these points in the event students are inattentive, unprepared for class, more than 15 minutes late, or are otherwise not active member of class.

Because I do understand that life happens, students will be granted one excused absence for the semester that they can use for *any* reason. I will also grant excused absences in the case of university athletics commitments, illness, death in the family, or other emergency/extenuating circumstances, but only if I am informed in advance² and provided with documented proof of the extenuating circumstances in question.

² Or as close to advance as is possible in the case of a legitimate emergency.

EXAMS (30%)

Throughout the semester, three closed-book exams will be administered in class on the dates listed within the course schedule. Each exam is non-cumulative and will cover material from lectures and assigned textbook chapters directly preceding the exam date. Study guides will be provided on CourseDen no later than one week before the exam date. Each exam will contain 33 questions and be comprised of multiple choice, true/false, and short answer questions.

TELEVISION PROGRAM ANALYSIS (15%)

Near the halfway point of the semester, students will be asked to write a formal analysis of *one* contemporary³ television program featured on an existing network, cable/satellite, or VOD/streaming outlet. Taking inspiration from one (or more) lectures, readings, or topics this semester, this will be an opportunity for students to apply what they have learned within the first half of the semester in a case study-style approach. More assignment details and a corresponding grading rubric will be provided closer to the due date listed in the course schedule.

PROGRAMMING PITCH (25%)

As their final semester project, students will be put into groups (3 – 4 per group) and be responsible for developing a show/program pitch that could be realistically aimed at one of the individual outlets/platforms discussed throughout the semester. This project will be comprised of two distinct parts.

In the first part, each group will be responsible for delivering a 15 – 20-minute in-person pitch presentation to the class, followed by a 5-minute Q&A session where the potential “buyers” (i.e. the rest of the class) will have an opportunity to ask course-relevant questions. These presentations will take place over the course of our final class sessions of the semester (see course schedule). More details and a grading rubric will be provided at the appropriate time. In short, presentations will be graded on their persuasiveness and other public speaking skills, as well as integration of course principles/content into the pitch itself and other formatting details specified in the assignment directions.

The second part of the project will involve each group submitting their pitch in the form of a written proposal. Much of the same basic grading criteria and expectations for the presentation will apply to this written version of this pitch, excluding the public speaking-oriented criteria that come with the in-person pitch delivered during class. More details and a grading rubric will be provided closed to the due date listed in the course schedule.

CLASS POLICIES

1. First and foremost, any time spent together in class should maintain an environment conducive to learning and mutual respect. I am confident that we will be able to maintain this positive learning environment throughout the semester, but I reserve the right to dismiss anyone that is actively disrespectful or disruptive during class time.

³ i.e. produced within the last five years.

2. As a reminder, please note that attendance to class does count towards your final grade (read 'Participation/Attendance' section for full details). In addition, I would respectfully ask that students avoid arriving excessively late to class or repeatedly enter/exit the classroom during our allotted time, so as to avoid being disruptive to others.

3. Concerning technology in class, I am perfectly fine with students taking notes on laptops/tablets and it is likely that some technology use will be an active part of class time this semester. That being said, please ensure that your mobile phones are turned off or set to silent before you enter the classroom. Furthermore, I reserve the right to dock Participation/Attendance points in the event I see technology use in the classroom that is not relevant to our course (e.g. texting, checking social media, watching/listening to non-class related content, etc.).

4. As a general rule, please ensure that you follow all publicly posted classroom rules concerning food/drink in class. Beyond that, I would respectfully request that you not bring in copious amounts of food into class and reserve mealtimes for outside of class.

LATE WORK

Any assignment submitted late will receive a 20% late deduction per day late. Outside of documented emergencies like a serious illness, death in the family, etc., I will adhere to the policy outlined here. If you have special circumstances, please contact me as soon as you are able to.

ACADEMIC MISCONDUCT

As per university and department policy, all forms of plagiarism, cheating, and academic misconduct are not tolerated. Depending on the severity of the violation, instances of academic misconduct may be dealt with at a departmental and/or university level. At minimum, the first violation of academic honesty/integrity in this class will result in an automatic zero on the assignment(s) in question and a full letter grade deduction at the end of the semester. Additional violations beyond this first case will result in additional penalties depending on the severity of the violation, up to and including automatic failure in the course. For more information about grounds for academic misconduct violations and academic integrity, please consult the [Student Handbook and Code of Conduct](#).

SUBMISSION OF ASSIGNMENTS/GRADES:

All assignments or exams must be completed and submitted on the day they are due according to the course schedule and assignment description. Please note that I will try to give you feedback as quickly as possible, but I too can get busy as the semester progresses.

All grades will be posted via CourseDen. Legally I cannot send you final grades via email, so any specific grade inquires must be addressed one-on-one during in-person or virtual office hours.

ADDITIONAL INFORMATION:

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services.

Center for Academic Success: The Center for Academic Success provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The University Writing Center assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

ONLINE COURSES

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide.

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares site. Online counseling is also available for online students.

HONOR CODE

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

UWG EMAIL POLICY

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

CREDIT HOUR POLICY

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance:

http://www.usg.edu/hb280/additional_information

You may also visit our website for help with USG Guidance:

<https://www.westga.edu/police/campus-carry.php>

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

COMM 3354 COURSE SCHEDULE		
(note: subject to change)		
Date	Topic	Due Dates & Daily Agenda
Aug. 15	Syllabus & Introductions	
Aug. 20	Introduction to Programming	- Watch Video Lecture
Aug. 22	Intro to Programming cont.	- Syllabus Quiz (in-class) - Read “The New Rules...” article -Class Discussion/Activity
Aug. 27	Network Programming	- Watch Video Lecture
Aug. 29	Network Programming cont.	- Read pgs. 78 – 102 in Medoff & Kaye (starting with the section entitled ‘Types of Television Programming’) - Activity
Sept. 3	Non-Network & Cable Programming	- Watch Video Lecture
Sept. 5	Non-Network & Cable cont. NO CLASS	- Online Activity TBA
Sept. 10	Online TV Strategies	- Watch Video Lecture
Sept. 12	Online TV Strategies cont.	- Exam 1 (in-class)
Sept. 19	Audience Research/Ratings	- Watch Video Lecture
Sept. 21	Audience Research/Ratings cont.	- Read Ch. 8 in Medoff & Kaye - Ratings/Shares Activity
Sept. 24	Syndication	- Watch Video Lecture
Sept. 26	Syndication cont.	- Read Petruska (2015) article - Class Discussion/Activity
Oct. 1	Misc. Network Programming	- Watch Video Lecture
Oct. 3	FALL BREAK (NO CLASS)	
Oct. 8	Non-Prime-Time Programming	- Watch Video Lecture
Oct. 10	Non-Prime-Time cont.	- Television Program Analysis due - Read Gaustad (2000) article - Class Discussion/Activity

Oct. 15	Video On Demand & Subscriptions	- Watch Video Lecture
Oct. 17	VOD & Subscriptions cont.	- Read Wayne (2018) article - Class Discussion/Activity
Oct. 22	Public Broadcasting	- Watch Video Lecture
Oct. 24	Public Broadcasting cont.	-Exam 2 (in-class)
Oct. 29	Radio Programming: Music	- Watch Video Lecture
Oct. 31	Radio Programming: Music cont.	- Read Ch. 2 in Medoff & Kaye - Class Discussion/Activity
Nov. 5	Radio Programming: Talk/Info	- Watch Video Lecture
Nov. 7	Radio Programming: Talk/Info cont.	- Listening Activity (TBA)
Nov. 12	Multimedia: User-Generated Content	- Watch Video Lecture
Nov. 14	Multimedia: USG cont.	- Read Wardle & Williams (2010) article - Class Discussion/Activity
Nov. 19	Multimedia: YouTube	- Watch Video Lecture
Nov. 21	Multimedia: YouTube cont.	-Exam 3 (in-class)
Nov. 26	THANKSGIVING BREAK (NO CLASS)	
Nov. 28	THANKSGIVING BREAK (NO CLASS)	
Dec. 3	PROGRAMMING PITCH PRESENTATION DAY 1	- Class meeting today!
Dec. 5	PROGRAMMING PITCH PRESENTATION DAY 2	- Class meeting today!
Dec. 9	PROGRAMMING PITCH PROPOSAL DUE TO COURSE DEN BY 11:59 P.M.	