# COMMUNICATION 264 Media Programming

**Fall 2019**

**INSTRUCTOR: Deb Lesser**

**OFFICE: 008 Fell Hall**

**OFFICE PHONE: 438-7409**

# E-MAIL: dllesse@ilstu.edu

**OFFICE HOURS: Wednesdays 1-3pm and by appointment**

## **TEXTBOOKS**

Eastman, S.T. & Ferguson, D.A., Media Programming Strategies and Practices. Boston, MA: Wadsworth, 2013, 9th edition.

**WEBSITES**

[**http://www.cynopsis.com/**](http://www.cynopsis.com/) **https://www.fcc.gov/**

[**https://tvline.com/**](https://tvline.com/)[**https://tvbythenumbers.zap2it.com/**](https://tvbythenumbers.zap2it.com/)

**https://www.nielsen.com**

## **COURSE DESCRIPTION**

This course is designed to enrich your knowledge of media programming. Specifically, we will review the history of programming and how we arrived at the incredible amount of programming we have today. We will look at media ownership and delivery systems for programming and various strategies used to get consumers to sample programming. We will examine the many environments in which programmers must function and make projections about possible programming in the future.

## **COURSE OBJECTIVES**

Upon successful completion of this course you will have learned:

1. To be a more critical consumer of the media by participating in class discussions and completing program analyses.
2. Through class discussions and assigned readings, how to recognize current programming trends and how to predict future trends.
3. Through class discussions and assigned projects and readings, how money and power flow in the media.

1. Through assigned readings and assignments, how programming is measured and evaluated.

5. Through completion of program analysis and class assignments, the many aspects of establishing programming.

6. Through assigned readings and class discussion, the importance of scheduling and delivery systems in creating successful programming.

7. Through assigned readings and class discussion, how regulation affects programming and the media.

8. Through assigned readings and class discussion, the careers available in the media.

## **EVALUATION**

This class is based on a thousand point scale as follows:

Attendance and Participation 100

1-Prime Time Scheduling Strategies 50

2-TV Program Analysis 100

3-Ratings and Shares Problems 50

4-Production/Ownership/Distribution 100

Midterm 100

5-Prime Time Program Ratings 50

6-Radio Program Analysis 100

7-Final Project (Program Creation) 250

Final 100

Total 1000

\*\*Late assignments will be penalized 10% per day. All assignments must be completed in order to receive a passing grade in this course. Assignments more than one week late will not be accepted. All assignments must be turned in in printed form at the start of class. Emailed assignments will not be accepted except in emergency situations. Remember, printers need ink and paper. Printer emergencies will be considered late.

## **NOTES**

This class requires out of class observing and media consumption. Please consider it your academic duty to watch and listen to all types of media programming. See a movie, at the theater at least once this semester. Begin to notice the similarities and differences in peoples’ media habits and methods of accessing the media.

Warning: This class does involve math. You’ll be okay.

Class attendance is crucial to class discussion. Be here. Be present. Be talkative. Take notes with a paper and pen. No laptops please.

**A note about cell phones—**Please keep your phones upside down on your desk during class. Please give your classmates and me the benefit of your undivided attention. You are much more fascinating when focused☺ We’ll take a phone break.

### SCHEDULE OF EVENTS

WEEK DATES LECTURE

1 8/19-23 Intro to Class/Chapter 1

2 8/26-30 Chapter 1/TV Schedule

3 9/2-6 Chapters 1 and 2/#1-Prime Time Scheduling Strategies

4 9/9-13 Chapters 2 and 3/#1 Due

5 9/16-20 Chapters 3 and 4/#2-TV Program Analysis

6 9/23-27 Chapters 4 and 5/#3-Ratings and Shares Problems

7 9/30-10/4 Chapter 5/#2 and #3 Due/#4-Production/Ownership/Distribution

8 10/7-11 Chapters 6 and 7/#4 Due

9 10/14-18 Review/Midterm

10 10/21-25 Chapter 8/#5-Prime Time Program Ratings/#7 Final Project

11 10/28-11/1 Chapter 11/#5 Due/#6-Radio Program Analysis

12 11/4-8 Chapters 11 and 12/#6 Due

13 11/11-15 Chapter 10

14 11/18-22 Final Presentations

15 11/25-29 Thanksgiving Break!

16 12/2-6 Review

17 12/9-13 Final Exam

Any student needing to arrange a reasonable accommodation for a documented disability should contact Student Access and Accommodation Services at 350 Fell Hall, 309‐438‐5853, studentaccess.illinoisstate.edu.

Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.