

Media Programming & Mgmt

COMM-3355

Spring 2021 Section 01 3 Credits 01/09/2021 to 05/11/2021 Modified 01/05/2021

Description

Expounds upon principles discussed in COMM 3350 - Telecommunications and Electronic Media Industries, and offers an in-depth examination of the historical, legal, and professional practices involved in programming and managing the electronic media. Emphasis will focus on the processes of selecting, scheduling, promoting, and evaluating programming for commercial radio and television networks and stations, cable television, public radio and television, and online. Moreover, management issues and programming terminology, strategies, and economics will be discussed.

Requisites

Prerequisites:

ENGL 1102 Minimum Grade: C and COMM 1154 Minimum Grade: C and COMM 3350

Corequisites:

Contact Information

Professor: Kyle Lorenzano , Ph.D.

Email: klorenza@westga.edu

Office: Humanities 149

Phone: 678-839-4933

Office Hours

PHYSICAL OFFICE HOURS: By appointment only (virtual office hours strongly encouraged)

VIRTUAL OFFICE HOURS (GOOGLE HANGOUT[1]): Mon/Wed, Noon – 2:00 p.m., Tue/Thu, 9:00 – 11:00 a.m., 1:00 – 2:00 p.m.

[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.

Meeting Times

Hybrid

Tuesday/Thursday, 2:00 to 3:15 PM

Humanities 134

A Note on Instruction and Face-to-Face Class Format for COMM 3355

Given the ongoing COVID-19 situation and the hybrid format of this course, I have decided to adopt the 'Split Roster' model for our face-to-face classes this semester.

So, what does this mean specifically for our class? See below.

- **Most lecture material this semester will be delivered online via video lectures that I'll post each Sunday this semester, unless otherwise specified in our course schedule.**

- Note: You should watch these video lectures *before* attending class that given week, in addition to assigned readings from the textbook as shown in the course schedule.
- Unless specified otherwise, students will be assigned to attend either our Tuesday OR Thursday class period this semester – STUDENTS SHOULD NOT ATTEND BOTH CLASS PERIODS OR ANY OTHER CLASS PERIOD OTHER THAN THE ONE THEY HAVE BEEN ASSIGNED. As your instructor, I will be informing everyone which class period (Tue or Thu) they are assigned to attend before the start of the semester via CourseDen announcement and email. If for some reason you are unsure of which class period to attend by the start of Week 2, please contact your instructor via email ASAP.
- Because lecture content will mostly be delivered via video lectures on CourseDen, class periods will be dedicated to more experiential/activity/discussion-based learning, in addition to taking in-class quizzes and exams.
- As with all other in-person classes on campus this semester, we will follow all University System of Georgia guidelines on COVID-19 during our own in-person classes, including but not limited to:
 - Mandatory face coverings
 - Proper social distancing and staying 6+ feet apart whenever possible
 - Ensuring all class periods are operating at no more than 50% capacity

Materials

Electronic media: Then, now, and later

Author: Medoff & Kaye
 Publisher: Taylor & Francis
 Edition: 3rd Edition

Outcomes

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 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](#).

✓ Evaluation

Criteria

EVALUATION (out of 1000 points total)

- 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)

Breakdown

GRADING SCALE

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

☰ Assignments

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 (25%)

Students are expected to be attentive and active participants during class time. Therefore, participation/attendance during class will count towards your final grade. 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 advance^[1] and provided with documented proof of the extenuating circumstances in question.

^[1] 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* contemporary^[1] 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.

[1] i.e. produced within the last five years.

Programming Pitch (25%)

As their final semester project, students will 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 student will be responsible for delivering an 6 - 8-minute in-person pitch presentation to the class, followed by a brief 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 student 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.

Schedule

When	Topic	Notes
Jan. 12	Syllabus/Introductions	
Jan. 14	Syllabus/Introductions	
Jan. 19	Intro to Programming	- Watch Video Lecture - Syllabus Quiz (in-class)
Jan. 21	Intro to Programming	- Watch Video Lecture - Syllabus Quiz (in-class)
Jan. 26	Network Programming	- Watch Video Lecture - Read pgs. 78 – 102 in Medoff & Kaye (starting with the section entitled 'Types of Television Programming') - Class Activity
Jan. 28	Network Programming	- Watch Video Lecture - Read pgs. 78 – 102 in Medoff & Kaye (starting with the section entitled 'Types of Television Programming') - Class Activity
Feb. 2	Non-Network & Cable Programming	- Watch Video Lecture - Class Activity/Discussion
Feb. 4	Non-Network & Cable Programming	- Watch Video Lecture - Class Activity/Discussion
Feb. 9	Online TV Strategies	- Watch Video Lecture
Feb. 11	Online TV Strategies	- Watch Video Lecture

When	Topic	Notes
Feb. 16	Audience Research/Ratings	- Watch Video Lecture - Read Ch. 8 in Medoff & Kaye - Exam 1 (in-class)
Feb. 18	Audience Research/Ratings	- Watch Video Lecture - Read Ch. 8 in Medoff & Kaye - Exam 1 (in-class)
Feb. 23	Syndication	- Watch Video Lecture - Ratings/Shares Activity
Feb. 25	Syndication	- Watch Video Lecture - Ratings/Shares Activity
Mar. 2	Misc. Network Programming	- Watch Video Lecture - Television Program Analysis Explained - Class Activity/Discussion
Mar. 4	Misc. Network Programming	- Watch Video Lecture - Television Program Analysis Explained - Class Activity/Discussion
Mar. 9	Non-Prime-Time Programming	- Watch Video Lecture - Class Activity/Discussion
Mar. 11	Non-Prime-Time Programming	- Watch Video Lecture - Class Activity/Discussion
Mar. 16	SPRING BREAK (NO CLASS)	SPRING BREAK (NO CLASS)
Mar. 18	SPRING BREAK (NO CLASS)	SPRING BREAK (NO CLASS)
Mar. 23	VOD & Subscriptions	- Watch Video Lecture - Television Program Analysis Workshop
Mar. 25	VOD & Subscriptions	- Watch Video Lecture - Television Program Analysis Workshop - Television Program Analysis due to CourseDen by 11:59 p.m.
Mar. 30	Public Broadcasting	- Watch Video Lecture - Exam 2 (in-class)
Apr. 1	Public Broadcasting	- Watch Video Lecture - Exam 2 (in-class)
Apr. 6	Radio Programming: Music	- Watch Video Lecture - Programming Pitch Explained - Listening Activity
Apr. 8	Radio Programming: Music	- Watch Video Lecture - Programming Pitch Explained - Listening Activity
Apr. 13	Radio Programming: Talk/Info	- Watch Video Lecture - Programming Pitch Workshop

When	Topic	Notes
Apr. 15	Radio Programming: Talk/Info	- Watch Video Lecture - Programming Pitch Workshop
Apr. 20	User-Generated Content/YouTube	- Watch Video Lecture - Exam 3 (in-class)
Apr. 22	User-Generated Content/YouTube	- Watch Video Lecture - Exam 3 (in-class)
Apr. 27	Programming Pitch Presentation Day 1	
Apr. 29	Programming Pitch Presentation Day 2	
May 7	PROGRAMMING PITCH PROPOSAL DUE	PROGRAMMING PITCH PROPOSAL DUE TO COURSEDEN BY 11:59 P.M.

* Course Policies and Resources

Late Work

Any assignment submitted late will receive a 10% late deduction per day late. Under this late deduction system, by default, any assignments submitted more than 10 days late will receive an automatic zero. 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. I am legally prohibited from discussing specific assignment grades or students' final overall grades in any course, so specific grade inquires must be addressed one-on-one during in-person or virtual office hours.

@ College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department 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 Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction](http://www.acejmc.org/policies-process/nine-standards/) (<http://www.acejmc.org/policies-process/nine-standards/>).

6 X 6 MASS COMM SUCCESS

<p style="text-align: center;">6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p style="text-align: center;">(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work,

both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

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 \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) 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 \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) 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 \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) 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 \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

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# (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> (<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](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where

six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
