

EMF 331

Broadcast/Cable Programming

Spring, 2012

Section 001	Professor: Dr. John R. Turner
3 credit hours	Office: MC 112E
Tu/Th 2:00 to 3:15 p.m.	Hours: MTuWTh 10-11 and 1-2;
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	and on Facebook

Course Description:

Programming principles, strategies, and practices for the radio, television, and cable industries. Analysis and evaluation of programs and program formats. Prerequisites: EMF 222 or EMF 265. This course will use [WebEx](#) for some online class sessions.

Required Textbook:

Eastman, Susan. T. & Ferguson, Douglas A. (2009). [*Media Programming: Strategies and Practices \(Eighth Edition\)*](#). Boston, MA: Thomson Wadsworth.
ISBN 0-495-50053-4

Required Reading:

Broadcasting & Cable magazine: Available online (www.broadcastingcable.com); free subscription to *Broadcasting & Cable Today* daily e-mail newsletter required; Bi-weekly quizzes will be given on assigned readings.

Course Objectives:

At the end of the course the student should be able:

1. To apply principles for understanding and interpreting programming strategies in the radio, television, and cable industries.
2. To be familiar with the concepts, terminology, and practices of programmers.
3. To gain experience in analyzing programming in particular situations.
4. To provide opportunities, both written and oral, to investigate social and industry ramifications of programming changes.

Repeating the Course:

A student may not attempt this course for a third time without prior permission from the Academic Standards Committee. See the TU policy on “Repeating Courses” on page 15 of the current [TU Undergraduate Catalog](#) for further explanation.

Grading:

The number of points you accumulate from the following assignments will determine your final grade in the course:

Quizzes/In Class Exercises	=100 (approximate)
Radio Programming Project	=100
TV/Cable Programming Project	=100
Midterm Exam	=100
Final Exam	=100
Total Possible Points	=500

All final grades will be calculated according to the percentage of your accumulated points based on the total possible points for the semester.

465-500 points (93%-100%)	= A
450-464 points (90%-92%)	= A-
435-449 points (87%-89%)	= B+
415-434 points (83%-86%)	= B
400-414 points (80%-82%)	= B-
385-399 points (77%-79%)	= C+
350-384 points (70%-76%)	= C
335-349 points (67%-69%)	= D+
300-334 points (60%-66%)	= D
000-299 points (0%-59%)	= F

A grade of Incomplete is not given unless you are unable to complete the work required in the course because of verifiable medical reasons or documented circumstances beyond your control as stated on page 15 of the current [TU Undergraduate Catalog](#).

Writing Considerations:

All papers are to be typed (in 12-point, Times Roman font), double-spaced, *and sources of information properly documented* where necessary according to the APA style format. Submitted papers will be evaluated not only on content, but on how well the paper demonstrates university-level writing skills (correct spelling, punctuation, and grammar). Furthermore, make sure you fully understand and adhere to the policy on plagiarism and cheating as described on the next page.

Academic Conduct/Plagiarism:

As responsible members of the academic community, students are obligated not to violate the basic standards of the [Towson University Student Academic Integrity Policy](#) found at this link.

In addition, all EMF students, staff, and faculty are committed to collegial and academic citizenship demonstrating high standards of humane, ethical, professional, and civil behavior in all interactions.

We need to be aware of the relationship between our personal conduct and the quality of campus life. What we do and say always has an effect on others, whether we see it or not. Civility means more than respecting campus facilities and grounds. Civility means consistently treating people with consideration and respect. It means being courteous, polite, and fair. It means recognizing diversity and honoring differing points of view. When our behavior is guided by concern for others in our community, we are being civil. Practicing civility requires thoughtful behavior and checking our assumptions and perceptions of others' race, gender, culture, and belief systems.

Civility Code

EMF places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors. Faculty have the right to define appropriate behavioral expectations in the classroom and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction.

We believe that in order to achieve these ideals, all EMF students, staff, and faculty are expected to exhibit and practice civil behaviors that exemplify: (1) respecting faculty, staff, fellow students, guests, and all university property, policies, rules and regulations; (2) taking responsibility for one's choices and actions; (3) delivering correspondence –whether verbal, nonverbal, written, or electronic – with respectful language and in complete sentences; and (4) accepting consequences of one's inappropriate choices and actions.

The use of offensive, threatening or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog.

Examples demonstrating civility in the classroom as a student include:

Being respectful of the professor and other students.

Not texting or using cellular phones and other electronic devices (but devices can be left on, under your desk, in order to receive emergency text alerts)

Not using your laptop for activities other than class work.

Not eating or drinking in class.

Not reading newspapers or listening to music during the class.

Not sleeping in class.

Attendance/Absence Policy:

Your instructor will take attendance at the beginning of every class session. Lateness or leaving early will also be noted. After three excused absences, ten points will be deducted from your grade for each further absence. For further information see the section on “Class Attendance/Absence Policy” on page 14 of the current [TU Undergraduate Catalog](#).

Because meeting deadlines is critical in the electronic media profession, the importance of meeting deadlines is stressed in this course. That means **an assignment handed in after a deadline set by your instructor receives zero points.**

Make-ups for any missed exams or assignments will be considered only if the following conditions have been met:

1. You called (410-704-3604) or e-mailed (jturner@towson.edu) the instructor before the time of the exam or due date.
2. You have submitted to the instructor in writing a valid, legitimate, and substantiated excuse for your absence, phone numbers for verification, and a proposal for when you will make-up the missed work.

Students should keep in mind that all make-up exams will consist of a totally essay format requiring numerous detailed and comprehensive answers for a passing grade. This syllabus contains ample ways for informing me about any absences you plan to have or to explain those that you didn't plan on happening. Regardless of the reason for your absence, it is your responsibility to know what assignments, lecture notes, and class announcements you missed.

Consultations:

During office hours and other various times, you can find me in MC 112E. Besides regularly scheduled office hours, I will usually have time before and after class sessions to answer any questions or concerns you may have. If these times are unsatisfactory, an appointment can be scheduled. Don't hesitate to contact me by phone, e-mail, or in person if you have a question or concern about class matters. E-mail is the best and preferred method of contacting me. **If e-mailing a question to me, be sure to put EMF 331 in the subject line of your e-mail.**

Any student who may need an accommodation because of a disability, please make an appointment to see me during my office hours the first week of class. A memo from Disability Support Services (<http://www.towson.edu/dss/>) authorizing your accommodations will be needed.

Class Schedule (Spring, 2012)

Week Of	Topic	Readings
Jan. 30	Course Introduction	
Feb. 6	“A Framework for Programming Strategies”	Chapter 1
Feb. 13	“Program and Audience Research”	Chapter 2
Feb. 20	“Music Radio Programming”	Chapter 11
Feb. 27	“Music Radio Programming” (continued)	
March 5	“Information (Talk) Radio Programming”/ Public-Non-commercial Radio; Radio Project Due/Presentations	Chapter 12
March 12	Radio Project Presentations (Continued)	
March 19	Spring Break	
March 26	Review + Mid Term Exam	
April 2	“Domestic and International Syndication”	Chapter 3
April 9	“Television Station Programming Strategies”	Chapter 6
April 16	“Basic (Cable) and Premium Subscription Programming”	Parts of Chapters 8 and 9
April 23	“Prime-Time Network Entertainment Programming”	Chapter 4
April 30	“Non-Prime-Time Network Television Programming”/ TV Project Due/Presentations	Chapter 5
May 7	TV Project Presentations (continued)	
May 14	Review for final exam;	
Monday, May 21	Final Exam	12:30 to 2:30 p.m.

Course Evaluation:

A single course evaluation instrument has been developed and is being used by all academic departments. Using the *Campuslabs* course evaluation tool, students complete a single course evaluation instrument online for each course in which they are enrolled. Access to the evaluation instrument continues via the *Campuslabs* website. Students will receive emails announcing the availability of the completion “window” and will be given instructions regarding access. Students are allowed to complete only one evaluation per course. A “window” for completing the evaluation of a specific course will occur during the last two weeks of each term and session.

Weapons Policy:

To promote a safe and secure campus, Towson University prohibits the possession or control of any weapon while on University property. The term weapon includes any potentially dangerous object or substance or replica thereof. The full policy can be found at this link: <http://inside.towson.edu/generalcampus/tupolicies/documents/06-01.11%20Weapons%20Prohibited.pdf>

Emergency Text Alerts:

All students must sign up for the Campus Emergency Alert Text Message Notification System. Go to following link for instructions to do so: <http://www.towson.edu/adminfinance/facilities/police/campusemergency/> and watch the emergency preparedness video and print out the pocket guide by clicking on this link: <http://www.towson.edu/adminfinance/facilities/police/campussafety/emergencyprep.asp>

EMF Google Group List Serve:

All EMF students are required to join the EMF Google Group List Serve at <http://groups.google.com/group/TowsonEMF> (Copy and paste this URL into your Web Browser). This will guarantee that you receive daily postings regarding digital media, video, film, and audio production topics including festivals, special screening, guest speakers, film/video crew needs, internships, and jobs.

Use this email address (TowsonEMF@googlegroups.com) to post your own messages to the group. The main page will also archive all posts. Instructions:

1. Create a user account and password, and be sure to use the email to which you prefer receiving mail. (You only need to sign up once and you'll continue to receive EMF Google group emails.)
2. Select one of the three Email options for reading the group messages:
 - a. Abridged Email (No more than 1 email per day) --Summary of new activity each day.
 - b. Digest Email (About 1 email per day) --Up to 25 full new messages bundled into a single email.
 - c. Email (About 1 email per day) --Best way not to miss important info as you get every message sent as it arrives.