Class Meeting Time: TTR 11am-12:15am       Location: Boynton 104
Instructor: Sherry Williford              Phone: 468-1278/936-468-4048
Office: Boynton 301D                     E-mail: swilliford@sfasu.edu
Office Hours: MW 9a-10a; and TTH 9:30a-11a; 2p-3p
   Others by Appointment

COURSE DESCRIPTION: Study of the programming function in
broadcasting, analysis of programs, and implementation of effective
broadcast schedules.

COURSE SYNOPSIS: MCOM 3342.601 Radio & Television Programming (3
credits) typically meets twice each week (Tuesday/Thursday) in 75-
minute segments for 15 weeks and also meets for a 2-hour final
examination. The course is designed to develop student understanding
of principles and practices in broadcast television, cable
television, radio, audience research, analysis, sources of programs,
program content and regulatory constraints in a face-to-face lecture
course. Students will have 2 individual projects throughout the
semester to demonstrate the understanding of the programming function
in broadcasting and three written fill-in-the-blank exams. These
activities average at a minimum 3 hours of work each week outside of
classroom hours.

PROGRAM LEARNING OUTCOMES (PLOs):

1. Demonstrate the ability to write effectively across a variety of
   platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and
   communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and
techniques.

RADIO/TV CONCENTRATION (PLOs):

1. Develop technical and creative skills necessary for the
   production and airing of basic broadcast programs.
2. Cultivate understanding of contemporary broadcast structure,
   recognize standard production elements, and critically analyze
   their application.
3. Familiarize students with standard and evolving terminology utilized within the broadcast field.

STUDENT LEARNING OUTCOMES (SLOs):

1. Develop the ability to recognize broadcast program structure elements.
2. Through an assigned paper critically analyze media programming, audience appeals and structure elements.

OBJECTIVES: The student should obtain the following from this course of study:

1. Examine and understand basic programming theories, strategies and terminology as practiced today in radio, television, cable (including satellites) and new media technologies.
2. Study and understand audience research methods.
3. Understand the process of network scheduling.
4. Understand the process & current trends of program syndication.
5. Examine and understand radio programming in terms of formats and audience acquisitions.
6. Understand the operation of cable and its effect on both the viewer and broadcast television.
7. Examine the roles of promotion, advertising, public broadcasting, violence, governmental and industry regulations as they relate to programming.

ATTENDANCE: You are expected to attend every class. If you are not in class, you cannot participate. Class projects and exercises cannot be made up except in case of emergency. Absences must be justified by a written medical or university excuse.

ACADEMIC INTEGRITY (4.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.
DEFINITION OF ACADEMIC DISHONESTY:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.

ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

The use of cell phones for any reason in the classroom will not be tolerated.
STUDENTS WITH DISABILITIES (6.1):
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

MENTAL HEALTH:
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741
COURSE REQUIREMENTS:

GRADING:

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<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
<th>Grade Scale</th>
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<tbody>
<tr>
<td>2 Analysis papers</td>
<td>20% each</td>
<td>900-1000 = A</td>
</tr>
<tr>
<td>3 Exams</td>
<td>20% each</td>
<td>899-800 = B</td>
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<tr>
<td></td>
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<td>799-700 = C</td>
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<td></td>
<td></td>
<td>699-650 = D</td>
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<td>Below 650 = F</td>
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Final grades may be altered based upon the attendance policy.
TENTATIVE SCHEDULE: Let me stress...this is a tentative schedule and the instructor may at anytime readjust the schedule according to the pace of the class.

08/24 - 08/26  Introduction/Common Strategies and Appeals
08/31 - 09/02  Network Prime-time Fundamentals
09/07 - 09/09  Cable Program Economics And Program Suppliers
09/14 - 09/16  Online Programming
09/21 - 09/23  Exam #1
09/28 - 09/30  Ratings and Research
10/05 - 10/07  Syndicated Programming
10/12 - 10/14  Non-Prime Time Programming
10/19 - 10/21  Programming Strategies
10/26 - 10/28  Exam #2
11/02 - 11/04  Subscription Programming
11/09 - 11/11  Noncommercial Programming
11/16 - 11/18  Radio Programming
11/30 - 12/02  Music Licensing