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RTV 301.01: Broadcast Programming

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RTV 301 - *Broadcast Programming* **Autumn 2003 - 3 semester credits - CRN 73934**

Syllabus

Scope: The university catalog says this course is “an examination of formats, distribution systems, ratings, programming strategies and the business aspects of programming in the broadcast industry.” It’s that and more. We’ll dig into over-the-air, cable and satellite television delivery systems and analyze the competition among them, including programming and counter-programming strategies. You’ll pitch a program of your own creation that you think can be successful on television and write a “treatment” for it. You’ll learn how commercials are written and produced and actually script one. And you’ll hear from programming and management professionals from the industry.

Frequency of Offering: This course is normally offered fall semester of each odd-numbered year.

Grading options: This course must be taken for a traditional letter grade. No pass/fail permitted.

Class meets Mondays, Wednesdays and Fridays, 1:10 p.m. to 2 p.m. in GBB L09.

Instructors: Bill Knowles, professor, Radio-Television Department, School of Journalism, and Brent O’Connor, candidate for masters degree in journalism with broadcast emphasis.

Office: Both instructors are in the Radio-Television house at 730 Eddy.

Office hours: **Knowles:** MW 10 a.m. to noon. **O’Connor:** TR 9:30 to 11:30 a.m.
Available at many other times by appointment, or just drop in.

Office telephones: **Knowles:** 243-4747. Email: bill.knowles@umontana.edu.
(knowles@selway.umt.edu also works, but we’re not sure for how long.)

O’Connor: office phone 243-4640. Email is brent@irishluckproductions.com. Office fax for both: 243-4650.

E-mail: Each student must have a working e-mail account. The university will give you one free, or you may use Hotmail, Yahoo, or whatever. Don’t let your email overload.

Required textbook: None. You will get a number of different industry newsletters and other readings via email. We’ll send them only when we think there’s something we think you should know and read, and alert you as to what that is. All are fair game for quizzes. There will be some required reading and CDs placed on reserve in the Mansfield Library, mainly to help you with specific assignments.

PGM-L: You will be placed on the class electronic discussion group, PGM-L. That’s how you’ll receive most of the reading. **Check your email daily!**

Designing a commercial: Each student will interview an owner or manager of local business and design a commercial for that business.

Pitching a program: Each student will design and pitch a program to a panel of the instructors and selected students. You will also be required to write a treatment for that program. **[over]**

Exams: There will be at least four quizzes on assigned reading, class discussions and guest presentations. There will be a take-home, application-type final exam passed out in class on Wednesday, Dec. 10, due in class during our exam week meeting, Tuesday, Dec. 16, at 1:10 p.m.

Class attendance and participation: Students are permitted three unexcused absences during the semester. Students with more than three absences will be penalized in final grading. Working on *Newsbrief*, *UM News*, or locally on *Montana Journal* will not be excused. Travel for *Montana Journal* will be excused, but it is your responsibility to tell us what you're working on and where you're going. We will ask questions in class from time to time for which we expect answers and general classroom discussion. You are expected to actively participate in Q&A sessions with guest speakers.

Grading:

Quizzes: 20%
Commercial assignment: 20%
Pitch and treatment: 30%
Class attendance and participation: 15%
Final exam: 15%

Class-by-Class Topics and Assignments

SUBJECT TO CHANGE

Mondays	Wednesdays	Fridays
Sept 1 - Labor Day - no class	Sept 3 - Intro to the course	Sept 5 - Ratings
Sept 8 - Audience fragmentation	Sept 10 - TBA	Sept 12 - TBA
Sept 15 - TBA	Sept 17 - TBA	Sept 19 - Quiz #1 & TBA
Sept 22 - Commercials	Sept 24 - Commercials	Sept 26 - Commercials
Sept 29 - What is a pitch?	Oct 1 - How to pitch	Oct 3 - More how to pitch
Oct 6 - TBA	Oct 8 - Commercials due	Oct 10 - Quiz #2 & TBA
Oct 13 - What is a pitch?	Oct 15 - What is a pitch?	Oct 17 - What is a treatment?
Oct 20 - What is a treatment?	Oct 22 - Commercials returned	Oct 24 - Class pitches begin
Oct 27 - Class pitches	Oct 28 - Class pitches	Oct 29 - Quiz #3 & TBA
Nov 3 - Class pitches	Nov 5 - Class pitches	Nov 7 - TBA
Nov 10 - Re-pitches or TBA	Nov 12 - Re-pitches or TBA	Nov 13 - Re-pitches or TBA
Nov 17 - TBA	Nov 19 - Treatments due	Nov 21 - Quiz #4
Nov 24 - No class	Nov 26 - No class - Thanksgiving break	Nov 28 - No class - Thanksgiving break
Dec 1 - TBA	Dec 3 - TBA	Dec 5 - Treatments returned
Dec 8 - TBA	Dec 10 - Final explained	Dec 12 - TBA
Tues., Dec. 16 - 1:10 to 3:10 p.m. - Final exam meeting (application take-home, due in class)		