

**CTVA 480 (#11120 Section 01) Electronic Media Management-Broadcast and Cable Operations  
Fall 2009 11:00A.M.-12:15 P.M.**

**Monday, Wednesday,**

**Manzanita Hall Room 103**

**Instructor: Kim Paul Friedman**

**Office Hours: TBA/ I will be glad to meet with you at a mutually convenient time.**

**Email: kim.friedman@csun.edu**

**Course Description:**

This course is a study of the business problems, strategies and practices of the broadcast station and cable television operations, with case study emphasis.

**Student Learning Objectives:**

- 1) To critically examine the operation of broadcast stations and cable television systems.
- 2) To expose the student to professional business practices.
- 3) To challenge and test the student's understanding of the course material through lectures, examinations, and term paper.

**Course Requirements:**

- 1) To do the assigned readings on schedule and to regularly attend scheduled class meetings.
- 2) To successfully complete two examinations and a term paper. Class participation and homework assignments will be factored into final grade. **No late assignment work will be accepted.**

**Grading Policy:**

1. Midterm Exam 33 1/3 %
4. Term Paper 33 1/3 %
5. Final Exam 33 1/3 %

The plus/minus system is used for the exams and for the final course grade.

**Absentee Policy:**

**Regular attendance is expected of all students. Due to the scope of this course, any student absence will adversely affect their grade. More than 1 unexcused absence will result in a grade reduction. Chronic lateness will be noted. In Broadcasting, time management is a crucial element. Instructor reserves the right to make curriculum changes and adjustments as needed.**

**Text**

**Pringle, Starr, & McCavitt, Electronic Media Management Fifth Edition revised**



CTVA 480 E.M.M.-Broadcast/Cable Operations continued**Competitive Practices:**

Students will be required to watch or listen to local programming and monitor for commercial placement, show structure, and content. Oral presentations may be required. As a follow up to oral presentations, written reports will be submitted. All reports must be type written and **no late reports will be accepted.** These will be counted as a subset to the final grade.

A **Resume** is required from each student for later use in the course as a self- marketing tool.

**Helpful Websites:**

[www.entertainmentcareers.net](http://www.entertainmentcareers.net)

[www.settico.com](http://www.settico.com)

[www.hedonline.com/jobs/](http://www.hedonline.com/jobs/)

[www.mediaweek.com](http://www.mediaweek.com)

[www.tvjobs.com](http://www.tvjobs.com)

[www.showbizjobs.com](http://www.showbizjobs.com)

**Pagers/Cell Phones/ Audio Recording Devices:**

**Only Pagers set to vibrate will be allowed in class. Cell Phones must be turned off Audio Recording will NOT be allowed except for student disability, which must be substantiated by the College Administration.**

**Schedule of Classes:**

August 24th	Introduction...Are you ready for station/show "business"?? Scope of course/expectations
August 31	Broadcast Station Management Chapter 1, EMM
September 7 <sup>th</sup>	Labor Day. No Class
September 9 <sup>th</sup>	Chapter 1 continued
Week of September 14 <sup>th</sup>	Financial Management/Accounting/ Chapter 2
Week of September 21st	Personnel Management (Human Resources) Chapter 3
Week of October 5th	Digital Television Part 1
Week of October 12th	Radio Programming Chapter 4, EMM

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Administrative Information

Students will be required to submit a final report on their project. The final report should include a cover page, a table of contents, an executive summary, a literature review, a methodology section, a data analysis section, a conclusion, and a bibliography. All reports must be submitted in a hard copy format. The final report will be graded on a scale of 1-10. A student is required to attend class for the course as a self-enriching activity.

**Administrative Information**  
 The final report will be submitted to the instructor. The final report will be graded on a scale of 1-10. A student is required to attend class for the course as a self-enriching activity.

Only reports that are submitted in a hard copy format will be graded. The final report will be graded on a scale of 1-10. A student is required to attend class for the course as a self-enriching activity.

Administrative Information

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Scope of course objectives	Chapter 2
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**CTVA 480 EMM Broadcast/Cable Operations continued**

**Schedule of Classes continued:**

Week of October 8th	Television Programming Chapter 4 continued, EMM
Week of October 19th	<b>Review for Midterm</b>
Week of October 26th	<b>Midterm Exam</b> Digital Television Part 2 Student is to watch 3 different local newscasts-same time period-submit report next week as prep for sales/promotion class
Week of November 2nd	Review midterm exam turn in newscast reports/discuss in class
November 9th	Broadcast Sales/Broadcast Promotion Chapters 5 & 6 EMM
November 11 <sup>th</sup>	<b>No Class Veteran's Day</b>
Week of November 23rd	Government Regulation Chapter 7 EMM
Week of November 30th	Management of Cable TV Systems <b>UNPLUGGED PAPERS DUE—No late work will be accepted</b>
Week of December 7th December 9 <sup>th</sup>	PBS Management Review for final exam
Week of December 16 <sup>th</sup>	<b>FINAL EXAM 10:15 A.M.-12:15 P.M.</b>

This course requires strict compliance with the  
Academic Honesty Standards Contained in the  
College Catalogue. Read it!

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**CTVA 480 EMM Broadcast/Cable Operations Continued**

**Requirements for Term Paper**

**Critical analysis of local commercial television/radio station**

**This is to be independent work. You may collaborate for research purposes only. Situation: You are a television or radio station General Manager of KXYZ. Your assignment is to present an overview of the station competition in this market for the owner of the station at the next staff meeting. Select a local television or radio station, observe, research, and determine the following:**

Ownership and affiliation (if any)	5 points
Station Management (structure)	10 points
Program Schedule Formats/Day part Scheduling	10 points
Hours of Operation	5 points
Programming Philosophy Net vs Local vs Syndication	15 points
News Presence (if any)	10 points (if no news, 5 points each to Programming/Sales)
Sales Practices (rate card)	15 points
Branding (policies)	10 points
Competitive Practices	10 points
Future Plans	10 points



**Your paper would provide senior station management with enough information to help determine the relative standing of the station observed in a very competitive market. Note: Late papers WILL NOT be accepted. This paper is optional and serves as a way for a student to bolster their course grade.**