

CTVA 475 – Audience Analysis – Fall 2009

Tuesdays 7pm – 9:45pm – Location: Manzanita Hall #103

Instructor

David Bright

Director Research and Programming, KNBC-TV

Phone: 818-840-3417

Email: david.bright@csun.edu

Course Description

Lecture-discussion of mass audiences and the techniques used to study their wants, needs, motives, attitudes, opinions, and behavior. Survey of audience measurement techniques.

This course is part of the CTVA Electronic Media Management Option where students learn “to operate and manage business structures, personnel, budgets, advertising, sales, research, and regulation of independent, studio and network electronic media.” CSUN University Catalog 2008-2010, p. 161.

Student Learning Objectives

1. Attain a practical understanding of media terms and their use in audience analysis.
 2. Understand how audience research supports the sales, news, programming and promotion departments.
 3. Create a research report/presentation demonstrating your application of the course material.
-

Text – Requirements

1. Instructor will provide all course materials, which will be distributed during class.
 2. A calculator is required for all class instruction and may be used during exams. Calculators on cell phones or on Blackberry-type devices are not permitted.
-

Office Hours

The instructor will be available from 6pm to 7pm on Tuesday’s prior to class in Manzanita room #305. The instructor is also available immediately after class instruction concludes in the assigned classroom. The instructor can also be reached by phone at 818-840-3417.

Students with Disabilities

Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.

Grading Policy

1. Exam 1	30%
2. Research report & presentation	30%
3. <u>Final Exam (comprehensive)</u>	40%
	100%

Exams will be inclusive of the required text readings, lecture materials, and guest speaker comments. Students will have a maximum of two hours to complete exams (exam 1 and final).

Grading for all exams will be on a percentage basis. The course grade will be based on the total number of all correct exam answers as a percentage of all exam questions. Percentages will be rounded to the nearest whole number utilizing 4/5 rounding. Letter grades will be assigned as follows:

	A = 96 - 100	A- = 90 - 95
B+ = 87 - 89	B = 84 - 86	B- = 80 - 83
C+ = 77 - 79	C = 74 - 76	C- = 70 - 73
D+ = 67 - 69	D = 64 - 66	D- = 60 - 63
	F = 59 or below	

Students must obtain **prior** approval and make arrangements with the instructor if the student is unable to attend a scheduled exam due to an unforeseen emergency. **Make-up exams will only be given with prior approval from 6pm-7pm prior to the next scheduled class.**

See the “Grading Systems and Policies” of the Undergraduate Programs section of the current CSUN catalog for details about grading and for applicability of a grade of incomplete.

<http://www.csun.edu/catalog/undergraduatepoliciesandprocedures.html>

Absentee Policy

Regular attendance is expected of all students. Additional course materials will be distributed and discussed in class. Attendance is a significant part of your research report grade.

Electronic Devices/Laptops

Please respect your fellow students by turning pagers and cellular phones off. Audio recording will NOT be allowed, except for students with disabilities, which must be substantiated by the administration. Laptop computers are permitted in class for note taking purposes. Laptops may NOT be used during class for instant messaging, email, or surfing the Internet.

Academic Honesty

Cheating and plagiarism will not be tolerated. If you are caught cheating or plagiarizing in any form, you will receive a failing grade for the course and be reported to the university for appropriate disciplinary action.

CTVA 475 – Audience Analysis – Fall 2009

Tuesdays 7pm – 9:45pm – Location: Manzanita Hall #103

Schedule of Classes

Aug 25	Media terms – rating, share & HUT
Sep 1	Media terms – percent change, index, demographic cells, Nielsen rating book, program average
Sep 8	Survey methods – telephone, diaries, tuning meters, people-meters, set-top box data
Sep 15	Sales – one sheets, rating projections and estimates, skewing the demo
Sep 22	Sales – lead identification, packages, reach & frequency
Sep 29	Market profile – defining and profiling a market
Oct 6	Review for exam 1

Oct 13 **Exam 1**

Oct 20 **Programming** – market profile, audience flow, trending, audience composition, repeatability

Oct 27 **News** – focus groups, news content, viewer panels
Promotion – geo-targeting, share of voice, viewer tracking studies

Nov 3 Presentation Techniques – team project time (distribute data to be used for research report)

Nov 10 Research dept. structure and operation – team project turn in hand drawn one-sheets

Nov 17 Team project review PowerPoint presentations

Nov 24 **No Class**

Dec 1 **Research report presentations**

Dec 8 Review for final exam

Dec 15 **Final Exam (comprehensive) 8pm-10pm**

Research Report Requirements

Instructor will provide ratings information for analysis. Students must analyze the data and provide either a management overview or a sales presentation. Students will be split into teams to create their research report/presentation and will deliver the presentation in class. Each group will have 15 minutes of class time to present their report and each member of the team must present a portion of the report.

Only one report needs to be submitted for each group. Each group member's name should appear on the specific pages (minimum 3 pages per person) they completed. Each team must secure approval of their topic from the instructor prior to the presentation. Each report/presentation will be evaluating on the following:

1. Topic approval from instructor 10 pts
 2. Attendance (11/3, 11/10 & 11/17) 30 pts
 3. Draft (hand drawn) one-sheets (11/10) 10 pts
 4. Report format/layout. 10 pts
 5. Analysis/conclusion 10 pts
 6. Classroom presentation (Dec 1) 30 pts
- 100 pts

All reports must be type written utilizing PowerPoint (or similar program) and turned in on Tuesday, December 1, 2009 at 7pm. **Late reports will not be accepted.** All reports will be presented in class on Tuesday, December 1, 2009.

Additional Research/Reading

These and other supportive reading assignments (listed on page 8 of the provided text) will be assigned during the semester.

TvB – TV Basics

http://tvb.org/ppt/rcentral/Research_101.ppt

Radio Terms and Rating Book

<http://www.arbitron.com/downloads/purplebook.pdf>

Arbitron Radio

<http://www.arbitron.com/downloads/radiotoday08.pdf>
pages 10 & 84-92

Arbitron Portable People Meter

http://www.arbitron.com/portable_people_meters/thesystem_ppm.htm

Survey Design

<http://www.surveysystem.com/sdesign.htm>

Sampling Theory

http://www.ephronmedia.com/article_archive/articleViewerPublic.asp?articleID=87

Trade Websites/Newsletters

tvnewscheck.com, mediapost.com, tvweek.com
tvbr.com, cynopsis.com