

**CTVA 481 (10636) "Network Strategies and Practices"**

August 3, 2009

Fall 2009  
1900 –2145 Thursdays  
Location: Manzanita Hall Room 112

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Office Hours: Prior to class (1800 – 1845)  
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**Student Learning Objective:**

To provide a fundamental understanding and over-view of the strategies, structures, financial opportunities and the consequences of broadcast and cable networks to include High Definition Television applications.

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 .

**Grading Policy**

1. Exam 1	20%
2. Exam 2	20%
3. Exam 3	20%
4. Exam 4	20%
5. Network analysis	10%
6. Program analysis	10%
	100%

The plus/minus system is used for the exams and for the final course grade. Mini reports will be factored into the grading matrix. Grades are as follows: E=Excellent, VG=Very Good, G=Good, OK=OK (no real effort) NC-No Credit

*Note: As an exercise in “Multi tasking” a pop quiz will be given during the semester. The student will be expected to take the quiz and at the same time take lecture notes for a given class. This quiz will count as part of the over-all grade. In addition students will be asked to watch assigned television programs and/or listen to radio programs, then provide reports as required. If it can be arranged students may attend a “live” radio broadcast or television production.*

**LATE CLASS WORK WILL NOT BE ACCEPTED and all reports must be typed (no hand written reports – exception would be any graphics needed to illustrate a point or concept).....Please note regarding penmanship during exams: If I can’t read it I can’t grade it!!!!!!**

**Absentee policy**

**Regular attendance is expected of all students.** Due to the scope of this course, any absences by the student will adversely affect their grade in that more than **1 un-excused absence may result in a grade reduction.** In addition, chronic lateness will be noted. In the world of professional broadcasting "the show **ALWAYS** airs on time" also being on time means being 10 minutes early. More than **3 unexcused tardies may also result in a grade reduction**

**Texts**

Susan Tyler Eastman, Media Programming, 8th edition (also students are encouraged to use the glossary for broadcast terms and acronyms)..., This can be found at the Traffic Guild Directors Association: <http://www.tdga.org/>  
Danny Briere/Pat Hurley, HDTV for Dummies 2<sup>nd</sup> edition

## CTVA 481 “Network Practices” Continued

Students are expected to have three notebooks for the following: 1) Class notes 2) Ratings (used for one of the term projects) 3) Handouts (selected handouts will be used for exams). In addition, students are expected to read the *Media Programming* chapter textbook PRIOR to each class session. Regarding *HDTV for Dummies*, read two chapters per week, be prepared to discuss in class

Handouts will be prepared for upcoming lessons/classes. Students are required to review prior to next class. Some handouts will be provided on the day of class for either current information or learning objectives

***My policy regarding electronic devices: All electronic devices i.e .cell phones and blackberries must be turned off. Audio recording will NOT be allowed in class, exemption would be for student disability, which must be substantiated by the school administration. 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. UNLESS YOU ARE DISABLED - PLEASE SIT IN A DIFFERENT SEAT EACH CLASS SESSION***

*The course may also consist of industry guest speaker(s) (where possible) and field trip(s) to program distribution and production sites. If arrangements can be made: attend a live radio drama and/ or television production. Note: Exams will include information provided by guest speakers, the field trip and production observation. The instructor reserves the right to amend the course syllabus as situations may arise.*

### Schedule of Classes:

Th	Aug 27	<b>Introduction...</b> Are you ready for show “business” ??? Scope of course/expectations/Handouts (Prep insurance forms) Time management issues with two projects. <b>Do not wait to the end of the course to tell me you have a “problem”</b>
Th	Sep 3	<b>Program Strategies: Chapter 1</b> Handouts – Tell us about yourself – Hopes/Fears/Expectations Watch one syndicated TV program (first run only) – prep report. <b>Note: Turn in insurance forms for tours (mandatory)</b>
Th	Sep 10	<b>Syndication – Domestic and International: Chapter 3</b> Handouts /Prep for exam 1/Turn in Syndicated TV report
Th	Sep 17	<b>Tour NBC Burbank/Guest speaker – Required (Skip Chapter 2 Research)</b> Arrive NLT 1900 (Take notes, due security issues - <b>No backpacks</b> ) This is going to be a long night ( <i>make arrangements</i> ) (Roll of the network program executive – scripted programming)
Th	Sep 24	<b>Exam 1 (to include info on NBC tour)</b> Handouts/ Watch one prime TV program – prep report Start Prime Broadcast Strategies Discuss HDTV for Dummies.. personal experiences in transitioning to DTV
Th	Oct 1	<b>Prime Time Broadcast Strategies: Chapter 4</b> Review exam #1/handouts/ Guest Speaker: TBA ... Turn in prime TV report

## CTVA 481 “Network Practices” Continued

Th	Oct 8	<b>Tour Disney Channels – Required</b> Arrive not later than 1900 (Take notes, due security – <b>No backpacks</b> )
Th	Oct 15	<b>Non-Prime Time Broadcast Strategies: Chapter 5</b> Handouts/Prep for exam 2
Th	Oct 22	<b>Exam 2</b> <b>Station Relations/Programming: Chapter 6 Handouts/</b> <b>Turn in Mid term report “Analysis of a network”</b>
Th	Oct 29	<b>Independent Station Programming-Weblets /Hybred</b> <b>FOX/CW/MyTV/Pax-ION (No chapter assigned) .... Review Exam 2 /Watch</b> <b>one PBS program – prep report. Return Mid term report “Analysis of a</b> <b>Network”</b>
Th	Nov 5	<b>Public Television Programming: Chapter 7 (NPR overview) Handouts/Prep</b> <b>for exam 3.... Turn in PBS report</b>
Th	Nov 12	<b>Exam 3</b> <b>Local/Basic Cable/Satellite distribution &amp; programming: Chapter 8</b> <b>Handouts/Return PBS reports Premium Cable Operations:: Chapter 9</b>
Th	Nov 19	<b>Radio Programming: Chapters 11/12</b> <b>Handouts *Online video/audio applications will be discussed as a short</b> <b>over-view only Chapter 10. Review Exam 3 Listen to AM radio drama or New</b> <b>Frequency radio (Internet) – prep radio drama report. Listen to talk/news-sports</b> <b>radio station, ... Prep Program wheel</b>
Th	Nov 26	Thanksgiving Holiday
Th	Dec 3	<b>Trends/ The Future: HDTV for Dummies (overview)</b> <b>Turn in radio drama report. Turn in Program Wheel for talk/news-sports.</b> <b>Review for Exam 4 .....Turn in Term paper “Program Analysis”</b>
Th	Dec 10	<b>Exam 4 (1900 - 2200hrs) Return Program Analysis –Return Radio drama</b> <b>report/Talk radio/ Program wheel</b>

**Requirements for mid term paper #1**  
**Critical analysis of a network**

**This is to be independent work.... Situation: You are a senior executive of a commercial network (broadcast/cable) it is your assignment to present an overview of the competition in this arena to the board of directors of your company at the next general meeting. Select a network, either Broadcast or Cable (no PBS/no Premium cable) research, determine and report on the following as a minimum: ....100 points - Samples of previous reports will be made available on request.**

<b>History/Ownership</b>	<b>10 points</b>
<b>Management Structure</b>	<b>10 points</b>
<b>Coverage area</b>	<b>5 points</b>
<b>Target Audience</b>	<b>10 points</b>

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<b>Program schedule/day parts/formats</b>	<b>15 points</b>
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<b>Note: Formats as they relate to program structures or day parting strategy</b>	
<b>Sales practices</b>	<b>15 points</b>
<b>(If Cable: use of interconnects/If Broadcast: use of regional spots/Rate card)</b>	
<b>Marketing/Promotional/Branding strategies</b>	<b>15 points</b>
<b>Competitive practices</b>	<b>10 points</b>
<b>Future plans</b>	<b>10 points</b>

In short, your paper would provide senior management with enough information to help determine the relative standing of the network observed in a very competitive market.

The purpose of this report is to familiarize the student with the mechanics and strategy of network management and operations.

**Requirements for Program Analysis Term Paper #2  
Program Executive research**

Pick a television series from any broadcast network (not Cable) returning or new for the current season with the following criteria:

- No Specials
- No Movies of the Week/Mini Series
- No Shows presently in the top 10 ratings
- No News Magazines
- No Reality based shows i.e. Survivor, etc
- No shows known to be on the cancelled list, However if your show is cancelled during the semester, continue with the show that replaces it.

Track the relative standing of your series each week using the following criteria:

<b>Network</b>	<b>5 Points</b>
<b>Current time period</b>	<b>5 Points</b>
<b>Story line (general and any arcing)</b>	<b>15 Points</b>
<b>Principle characters</b>	<b>10 Points</b>
<b>Production Company history (previous projects, if known)</b>	<b>5 Points</b>
<b>Competition, in the day part</b>	<b>10 Points</b>
<b>Weekly standing (ratings)</b>	<b>10 Points</b>
<b>Pre-emptions (if any)</b>	<b>5 Points</b>
<b>Time period moves (if any)</b>	<b>5 Points</b>
<b>Predictions</b>	<b>10 Points</b>

Be prepared to discuss each week. **Graph ratings (20 Points)** (each Wednesday L.A. Times TV section publishes ratings of all broadcast television shows) and turn in report at end of semester

The purpose of this report is to familiarize the student with the function of the **Network Program Executive** in the relationship between production, creative and scheduling of network series.

**And now for the fun part.....**

### **Watching Syndicated Television – mini report**

(Yes... I'm actually asking you to watch television)

- Make sure the show is first run only! (not off net... read text book for definition)
- What show did you watch/time?
- Using your show formats as templates, attempt to determine syndicated vs local commercials and promos?
- Was the show closed captioned?
- What was unique about this show? ( Program content, use of graphics, etc)
- How long were the credits? and were they split screen and if so what did they promote
- Was there any cross promotion?
- Did the show have a mid or terminal station break(s)? (how can/did you identify them?)
- What did you get out of this exercise??

### **Television as a New Experience – mini report**

(Watching television? .....it will never be the same)

When preparing your report, Please use the following guidelines:

- What show did you watch? (Prime time only)
- What was the genre? (Drama/Sit-com/Reality) (No cable shows, only broadcast networks, no syndicated shows)
- How many acts? (show segments)
- What was the commercial/promo load, i.e. length of each pod or island and were there any competitive commercials and if so how were they placed in the program
- List the client and length of each commercial
- What do you feel the general demographics reflected during this program?
- Was there any relationship between the program and the clients and
- Was there any product placement?
- Were there any promos and if so what did they promote?
- Was there any cross promotion?
- Were there any lower 1/3 banners used during the program and if so what did they promote?
- Was there any branding of the program and if so where did it appear?
- Was there a station break(s) during the show and could you identify local commercials/promos and ID's?
- How long were the credits? Did the show use a split screen and if so what was it used for? And how was it accomplished? Was it used for a cross-over?
- Did the show have living credits? If so what was the storyline/tag?
- Where was the executive producer credit placed in the show content?
- What exact time did the show start and end?
- Was the show super sized?
- What did you get out of this exercise???

NOW ....WELCOME TO THE WORLD OF COMMERCIAL TELEVISION.....

### **Watching Public Broadcast Television – mini report**

(It can't be that bad!!...give it a try)

- What show did you watch/time?
- Was the show sponsored? (Billboards)
- Was the show under written? If so by whom?
- What was the major content of the show?
- Was the show branded and if so where did the brand(s) appear?
- Was there any promotional separation between shows (going into the show or going out)
- Was the show closed captioned and/or audio described?
- What did you get out of this exercise??

### **Listening to Radio Drama – mini report**

#### **(The Dream Factory)**

- What was the name of the show?
- Was it over the air or internet?
- What was the story line?
- Were there any original commercials/promos still in the show and if so what were they?
- Were there any current commercials/promos inserted into the show, and if so how long were the commercial pods/islands?
- What did you get out of this exercise??

### **Listening to Talk – Sports/Talk Radio - mini report**

#### **(What ever you do...don't phone in!!!)**

- What did you listen to (Call sign and frequency)?
- Did the format repeat each hour?
- Create a program wheel and illustrate the time (length) for commercial pods, network news (if any) or anything outside of program content.
- Use your textbook as a template for the program wheel.
- What did you get out of this exercise??

#### **AND SOME FINAL NOTES:**

When possible, please communicate with me personally during class or office hours:

E-mail **should** be used for the following – to alert me when you will be absent from class (prior to 1600 hours day of class) – to alert me that you are confused about a concept and would like for me to discuss at the next class session – or to communicate a personal concern

E-mail **should not** be used to ask me - to write a summary of a 3 hour class session you missed – to re-teach a concept on-line – to give you a due date that can be found in the syllabus.

Also if you need to call my office regarding an absence or lateness – please do so prior to 1600 hours day of class. Never page me unless it is an extreme emergency.

***Please note that this course requires strict compliance with the Academic Honesty Standards contained in the College Catalogue. If you are found to be cheating or you plagiarize, you will receive a fail for the course and you WILL be reported to the school administration for further action.***