**ELECTRONIC MEDIA PROGRAMMING**
**RTD 351 FALL 2015**

**Course Information:**

Class Meeting Time: Tuesday, Thursday 2-3:15 PM  Communications 1046  
Instructor: James Wall  Office: Communications 1050C  E-Mail: jwall@siu.edu  
Office hours: Mon 9-10 and 11-Noon, Tue 10-11, Wed 9-10, Thu 10-11, Fri 9-10, or by appointment

**Required Textbook:**

Authors: Eastman and Ferguson  Publisher: Wadsworth (Cengage)  ISBN: 978-1-11-34447-4  
Book companion website: www.cengage.com/wadsworth  Author website: [http://media-programming.com](http://media-programming.com)  

Reading the textbook is expected. Specific sections will be assigned reading for certain class periods, and you should be prepared to discuss the materials contained in the assigned chapter. Quizzes and tests will be based largely on the information in this textbook.  Do not expect to pass the class without reading the textbook.

**Other Requirements:**

Additional topical articles and course materials will be placed on the Desire2Learn website and will also be considered a class assignment. Be prepared to discuss these materials in the next class period. You are expected to visit the D2L website on a regular basis. The direct link is [http://online.siu.edu](http://online.siu.edu)

**Course Description and Objectives:**

This course is the study of the purposes, philosophies, and methods of obtaining, developing, launching, scheduling, and evaluating programming content and distribution channels for the media industries.

The successful student will be able to:  
1) Identify and understand the key concepts, terminology, and strategic practices of programmers;  
2) Recognize the role of programming in the overall marketing effort of the electronic media;  
3) Understand how to evaluate programming in terms of its potential for success;  
4) Know the history of programming and the extent to which history might affect the future;  
5) Formulate a sense of ethics used in decision-making positions related to programming.

**Course Structure and Grading:**

The course will consist of textbook and online readings, lecture, and participatory class discussions. Each student will submit a primetime program report worth 100 points. There are a total of 500 possible points.

**Grading Scale:**  
- A (90%) 450-500  
- B (80%) 400-450  
- C (70%) 350-400  
- D (60%) 300-350  
- F below 300

2 Exams (100 points each)  
Quizzes or Assignments  
Attendance and Participation  
Primetime program report  
200 points  
100 points  
100 points  
100 points
Expectations:

Successful students will attend class, read the assigned materials, complete all assignments in a timely manner, and actively participate in class discussions. Exams, quizzes, and written assignments will be based on readings and on discussion.

Students are expected to attend ALL class periods for the entire period. Class attendance is required and roll will be taken at 2:00 PM sharp. Tardiness is counted as being absent. You will be allowed two (2) absences. More than two (2) absences may result in a reduction in final grade at the discretion of the instructor. Past experience has shown that poor attendance is usually the primary reason for a lower grade. Assignments are due on or before the beginning of the class period on the specified date. Late assignments will not be accepted and will receive Zero points, NO exceptions. Remember that in the media world, if you are continually late for meetings, or if you do not submit your reports and proposals by the deadline…you’ve probably just lost your job!

Your individual contribution is important to a successful class learning experience. I expect you to be prepared for class by having read the assigned material prior to the class period. You should be prepared to be called-on individually. At the discretion of the instructor, any instances of being unprepared will cost you participation points.

Each class period will begin with “Cards & Letters,” an informal open discussion of current issues related to the field of electronic media. You should bring your daily “card or letter” to each class period and be prepared to initiate a brief class discussion. If you’re called on and don’t have a card or letter, you will lose participation points. The instructor may also post “cards & letters” articles on the D2L website, which are required reading.

Additional Notes:

NO quiz, exam, or assignment make-ups will be allowed. Access to a radio and television set (preferably with cable), and the Internet is necessary to complete some assignments. I encourage you to critically view television, listen to multiple radio stations, view online industry newsletters, and read daily newspapers and other periodicals to keep up with current industry events.

A list of important dates, student services, University policies, and emergency procedures is available on your D2L page.