RTD 405: Media Economics
Class meets: M, W from 2 p.m.-3:15 p.m. in Comm 1046
Professor: Dr. E. R. Meehan
Office: Comm 1056C
Office hours: MW 3:15-4:30 and TU 1-4:30
Office telephone: 618-453-2207
Email address: meehan@siu.edu

Overview
This class focuses on economic and political forces that shape and support contemporary media industries. We will cover the Big Four conglomerates in television, the core products that they produce, and creative strategies used by them and independent production companies to generate programming for broadcast networks and cable/satellite channels.

Readings
Readings will be emailed to you as noted in the class schedule. If you do not use your SIU email address, be sure to give me the email address that you do use. We will read a wide range of materials including corporate filings with the Securities and Exchange Commission, news coverage in the trade and elite press, “think pieces” from various magazines or websites, and scholarly research. The mix will include work that has just been published as well as older pieces.

Grades
Grades are based on attendance, class participation, written reports, in-class exercises, and a portfolio.

Attendance
You can earn 30 points for attendance. If you miss class, email me and tell me why.

Attend every class unless you have a bona fide reason for missing. Here are three examples of bona fide reasons for missing class: (1) you were ill, went to Student Health, and have a note from Student Health verifying your inability to attend class; (2) there was a death in the family and you had to go to the funeral, which is verified by the obituary in your local paper; (3) you were in a car accident as verified by your copy of the accident report or similar document; (4) you are an official representative of SIU or RTD at an off-campus event and have a letter from a relevant professor or administrator verifying your official status. Here are three unacceptable reasons for missing class: (1) you have an exam in another course; (2) you have a shoot or an interview scheduled during our class; (3) you have a paper due in another class.

Class Participation
You can earn 30 points for participating in discussions, asking questions, suggesting answers to questions, etc. Do the readings and think about them. Connect the readings to your own interests and to what we do in class.

In-Class Exercises
You can earn 60 points for your creative work for our in-class exercises, which require group work and presentations. We will do 6 in-class exercises with each exercise graded on a scale of 0-10 for a total of 60 possible points in this category. If you miss a presentation day due to an unexcused absence, you cannot make up the exercise and presentation.

Written Reports
We will do 10 brief, written assignments that are each worth 10 points for a total of 100 possible points. Reports are graded on a scale of 0 to 10, with 0 meaning that no points were earned and 10 meaning that ten points were earned. Key elements in evaluation include: spelling, grammar, and clarity; following instructions so that you do the task; communicating your observations, information, analysis or ideas as required by the assignment sheet. Handouts will be provided for each assignment.

**Portfolio**
The portfolio is comprised by a reflective essay (25 points) and rewritten reports (15 points). We will also discuss the portfolio process in class and handout will be provided to guide you through the creation of your portfolio.

The number of reports that you write will depend on the grades for your reports. If you earned 10 points for each of the 10 written reports, then you only write the essay, which is worth 25 points. Your perfect record on the reports automatically earns the remaining 15 points in the portfolio assignment.

If you have 9 perfect reports, you automatically get 10 points and rewrite 1 report (5 points possible for the rewritten report).

If you have 8 perfect reports, you automatically get 5 points and rewrite 2 reports (5 points possible for each rewritten report).

Otherwise, you rewrite the 3 reports with the lowest grades (5 points possible for each rewritten report -- total 15 points).

**Summary: Type of Activity and Total Possible Points**

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Total Possible Points</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>30 points</td>
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<tr>
<td>Participation</td>
<td>30 points</td>
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<tr>
<td>In-class exercises</td>
<td>60 points</td>
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<tr>
<td>Written reports</td>
<td>100 points</td>
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<tr>
<td>Portfolio</td>
<td>40 points</td>
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<tr>
<td>Total possible points</td>
<td>260 points</td>
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</tbody>
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Grades will be assigned thus: A = 100-90% of 260 points; B = 89-80%; C = 79-70%; D = 69-60%; F=59-0%

**Professionalism**
Acting like a professional is one key to success in the media industries. We will practice that in this class. Get to class a few minutes early so that you can be settled and ready to work when class starts at 2 p.m. During our 65 minutes together, focus only on the work of this class: no texting, cell phone use, eating, drinking, doing homework for another class, etc. Be polite to everyone. Because facial expression is an important form of communication, do not wear a hat during class. Please remember that SIU has banned smoking or using e-cigarettes on campus.