Instructor: Professor Mangrum  
Office: Library Building, Room B336  
Phone: 325-486-6084 Email: leah.mangrum@angelo.edu  
(allow 24-48 hours for thorough responses to your questions)

Virtual Office Hours: By Appointment, M/W 11:30-1:00pm, T/TH 12:30-2:00pm (Blackboard Collaborate)  
Please schedule an appointment during office hours if needed.

Required Text: paperback or digital copy  
**Media Programming: Strategies and Practices, 9th ed.**  
Author: Susan Tyler Eastman  
ASU Paperback Buy or Rent- Print ISBN: 9781111344474

Publisher: Cengage Learning

**Student Learning Outcomes:**  
This course involves theories and strategies of program selection, scheduling and evaluation for electronic media as well as theory and practice of producing and scheduling prime-time television programs. Students will develop a product that demonstrates genre and the implementation of effective program schedules for broadcast television.

Upon completion of this course, students should be able to:

- Identify and describe programming strategies used in broadcast television and radio
- Critically evaluate ideas, arguments and points of view
- Develop creative capacities in writing, inventing and design
- Calculate ratings for broadcast television
- Develop, interpret and express ideas through effective written and visual communication (CS 1)

**Methods for assessing Student Learning Outcomes:**

Blog, Journal and Media Observation (15% of Final Grade)  
These activities provide practice with daypart scheduling strategies, audience measurement and character development.

Discussions (15% of Final Grade)  
Contributions to discussions based on the text, assigned readings, audio/video material and other information sources, as well as your own thoughts. Informed participation is required. Discussion topics must be posted in a timely manner. **DO NOT WAIT UNTIL THE LAST DAY TO BEGIN POSTING!**
Weekly Assessment | Summative Assessment
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25 | Postings on time and responds to 2 other posts in a very insightful and reflective manner. Your activity log in Blackboard shows you logged in regularly.
20 | Postings on time, however with limited insight or analysis (that is posted for the sake of having to post). Your activity log in Blackboard shows you logged in fairly regularly.
15 & below | Last minute postings. No reflection or critical thinking involved in contributions. Your activity log in Blackboard shows you logged in at the last minute, that is, mostly on the specified due date.
0 | No postings.

Television Pilot Paper & Presentation (20% of Final Grade)
Design a television pilot for prime-time television using programming strategies discussed in class. Select from the following show formats: comedy, drama, suspense, science fiction or documentary.

Build Your Own Network (15% of Final Grade)
Evaluate a potential pilot series episode

Quizzes (20% of Final Grade)
The quizzes will draw from lectures, readings, online discussions and all other material and activities used in the course. There will be 4 quizzes in this course.

Final Exam (15% of Final Grade)
There will be one multiple choice final exam at the end of the semester based on material covered during the entire course. The final exam will be made available from May 7-11.

The Lessons section in Blackboard lists weekly module pages that identify each task to be completed for that week. The weekly folders include links to readings, assignments, discussions and related media.

| Course Outline |
|---|---|
| Week 1 | Course Overview & Communication |
| Week 2 | Elements of Programming |
| Week 3 | Elements of Programming |
| Week 4 | Television Programming Strategies |
| Week 5 | Television Programming Sources |
| Week 6 | Radio Programming Strategies |
| Week 7 | Radio Programming Sources |
| Week 8 | Information and Entertainment Programming |
| Week 9 | Audience Measurement |
| Week 10 | Ratings |
| Week 11 | Development |
| Week 12 | Scholarly Writing |
| Week 13 | Television Pilot Paper |
| Week 14 | Coursework Review |
| Week 15 | Build Programming for Network |
| Finals Week | Electronic Media Programming Final Exam, available 5/7-5/11 |
Grading Criteria:
You will be evaluated on the following:
1) the level of your engagement with the course materials (as evidenced in written work and discussion)
2) your capacity to explain your ideas and analysis in articulate and well-written forms
3) your ability to creatively explore theories and methodologies

How final grades will be calculated:
90-100% A
80-89% B
70-70% C
60-69% D
under 60% F

The Course Schedule in the Course Resources section on the left-hand light blue panel in Blackboard, provides an illustration of all due dates in the course. All course activities, excluding the portfolio are due by 11:59pm on date specified - No Exceptions

To be successful in this course, check Announcements & Lessons Daily

Course Communication:
I am available to answer questions synchronously if needed. To schedule virtual office hours, you will email lmangrum@angelo.edu 24 hours in advance and prepare to use Blackboard Collaborate.

Code of Student Conduct
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding Academic Misconduct, which is contained in both the print and web versions of the Student Handbook.
URL: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

Disability Services Policy Statement
Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents’ RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Office of Student Affairs, Room 112, Houston Harte University Center, (325) 942-2047.
URL: http://www.angelo.edu/services/disability-services/disability-services-policy-statement.php

Grade Appeal Process
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Student Handbook
The current student handbook is found at http://www.angelo.edu/student-handbook/