

RTVB 2347: Management & Operations of Electronic Media Facilities

Synonym: 42704 Lec. 001

Prerequisites: Skills Set E, ENGL 1301, COMM 1335, COMM 1336, RTVB 1305

Time: 9:00 am – 10:15 am
Day: Monday & Wednesday
Location: NRG4 4142

Instructor: Deborah L. Hill

Office: NRG4 4253
Hours: 10:15 am – 10:45 am
Day: Monday and Wednesday
Phone: 223-4732 - voice mail
E-Mail: dhill@austincc.edu

Course Description: An analysis of management principles of production companies, broadcast stations, cable companies, and emerging technologies.

Textbook: This Business of Television, Howard Blumenthal & Oliver Goodenough 3rd Edition

Note: textbook and your copy of the syllabus must be brought to each class. The content of this syllabus, and the accompanying course schedule is subject to Change as needed. You are responsible for keeping Track of any mentioned changes.

Course Learning Objectives:

- A. The student will describe the functions of a studied production facilities**
- B. The student will be able to recognize a business plan for a production facility that relates to the programming objectives of the facility.**
- C. The student will be able to apply the concepts of the course to a subject of personal inquiry.**
- D. The student will recognize the structure of both non-profit and profit models of nonprofit media organizations.**

Instructional Methodology:

1. Media facility analysis papers
2. Guest Presentation Question and Answer Summary
3. Class field trips (**mandatory**)
4. Practicums
5. Student Presentations
6. An inquiry project

Course Evaluation: Your final grade will be calculated on papers, assignments, and tests on the readings in the text, lectures, guest presentations, class screenings, field trips, and your inquiry project.

- **Media facility analysis = 20%**

Note: After each field trip a facility analysis must be completed. The analysis must be completed using complete sentences. The facility analysis forms are due the class following the field trip. Analysis forms turned in late will have a one-letter grade deduction for each

class session they are submitted beyond the due date. All analysis forms must be turned in within two weeks of the due date to receive any credit. Students missing a field trip must visit instructor during office hours.

- **Inquiry Project = 20%**

Note: The Inquiry Project is designed to let you investigate some area of the course that is of particular relevance, and interest to you. Unlike other papers and assignments, an inquiry project does involve research. You must let the instructor know your sources. Written reports must be at least four double-spaced pages in length.

- **Guest presentation question and answer summary = 20%**

Note: Students will be asked to pose at least two question to guest presenters. Students will write a summary of the guest presentation. Students will include answers to questions they posed as well as questions put forward by other class members. The guest presentation forms must be turned in the class period following the guest lecture. Students missing a lecture must visit the instructor during office hours.

- **Practicums = 20%**

Note: Students will attend a minimum of four course related experiences of their own choosing.

- **Student presentations: = 20%**

Note: Students will be expected to write a personal introduction, and share it with the class. Students will be assigned a section(s) of the book to summarize and present to the class with commentary.

.

Grading System:

100 - 90% = A

90 - 80% = B
80 - 70% = C
70 - 60% = D
Less than 60% = F
Incomplete = I
Withdrawal = W

Attendance: You are allowed three absences. Attendance is registered by signing your name on the sign in sheet. If you should arrive late, it is your responsibility to sign in before you leave class. You will be marked tardy if you enter class after instruction has begun. Three times tardy will equal one absence. If you should leave class before instruction is over, it will be debited as if it were a tardy.

Field Trips are mandatory. A student may be dropped without a valid written excuse for missing a scheduled field trip.

Withdrawal:

- By ACC policy, an instructor cannot grant a “Withdrawal” after November 23, (Mon.) 2009
- Anyone not completing the work necessary for a letter grade, or an Incomplete, can only be given an “F” after November 23, (Mon.)2009.

*Note: If you do not keep up with the schedule, you may be withdrawn from the class at the instructor’s discretion. In any case, withdrawal from the class is **your responsibility!***

Incomplete:

A grade of I (incomplete) is granted only rarely. If the instructor accepts your reasons for needing this grade, you must do the following:

1. Schedule an individual conference with the instructor before November 23, (Mon.) 2009
2. Sign the Incomplete form, available from the instructor.
3. Understand that the grade of “C” is the highest you can receive if you take an Incomplete.
4. Understand that any Incomplete, which is not completed by the scheduled date automatically, becomes an “F”.

Scholastic Dishonesty:

Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be not limited to tests, quizzes, whether taken electronically or on a paper; projects, either individual or group; classroom presentations, and homework.

Academic Freedom:

Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. Students may not only disagree with each other at times, but the students and instructor may also find that they have disparate views on sensitive and volatile topic. It is my hope that these differences will enhance the class and create an atmosphere where students and instructors alike will be encouraged to think and learn. Therefore, be assured that your grade will not be adversely affected by any beliefs or ideas expressed in class or assignments. Rather, we will respect the views of others when expressed in classroom discussion.

Office of Students with Disabilities:

Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to make this request three weeks before the start of the semester.

Testing Center Rules:

It is the student's responsibility to obtain, read and be thoroughly familiar with ACC Testing Center Rules prior to taking exams at the center. Violation of these rules is very serious and may result in disciplinary action.

Student Handbook:

A current copy of the ACC Student Handbook can be located on the ACC Internet Page under Student Services. Students are encouraged to review this handbook to familiarize themselves with college rules and policies that may affect them.

