

MCM 380  
Broadcast and Cable Programming  
Fall '07

Instructor: Mr. Mel Strait  
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Description: Examine audience psychology and principles of audience analysis, determining characteristics of program appeal to a desired audience. This course is an examination of program types, ratings and program selection.

Objectives: To see how programming works with other aspects of the broadcast and cable industry.

Methods: Lecture from Text as well as various handouts and hopefully some speakers from area broadcast and cable facilities.

Text: Broadcasting/Cable/Web Programming Strategies Eastman & Ferguson, 7<sup>th</sup> Ed.

Other Articles: TBA

Any and all assignments are due at the beginning of class. Late work is not accepted. Students must keep track of their own grades. I will not answer questions relating to averages or grades.

All writing projects must be neatly typed or wordprocessed. Handwritten material will not be accepted. Test answers must be neatly printed. I will count it wrong if I can not read it.

Lecture progress: Expect 1 chapter per week in order

Exams: 2 exams, a midterm and a final each worth 250 pts.

Term papers: 1 paper worth 500 pts.

Total points for class 1000.

Minimum Points needed for: A – 900, B – 800, C – 700, D – 600

Weekly activity schedule:

**August 20**

MONDAY. Daytime on-campus classes begin. **Late Registration**, process class schedule changes. Refer to the **Schedule of Classes** for details and deadlines. Monday Night (MN) classes begin (on-campus and off-campus).

**August 21**

TUESDAY. Tuesday Night (TuN) classes begin (on-campus and off-campus).

**August 22**

WEDNESDAY. Wednesday Night (WN) classes begin (on-campus and off-campus).

**August 23**

THURSDAY. Thursday Night (ThN) classes begin (on-campus and off-campus).

**August 24**

FRIDAY. Friday Night (FN) classes begin (on-campus and off-campus).

**August 27**

MONDAY. Last day to [register](#) and to process schedule changes.

**September 3**

MONDAY. Labor Day Holiday for students and faculty.

**September 5**

WEDNESDAY. Twelfth Class Day. Last day to drop without a "Q" and receive 100% refund.

**September 14**

FRIDAY. Last day for dropping half-semester courses without grade of F.

**October 10**

WEDNESDAY. Half-semester courses end. Last day to drop Fall Semester courses without grade of F.

**November 16**

Deadline for submission of theses and dissertations to the appropriate academic dean's office.

**November 20**

TUESDAY. Thanksgiving holidays for students and faculty begin at 9:00 p.m. Residence halls close at 10:00 p.m.

**November 21, 22, 23**

WEDNESDAY, THURSDAY, FRIDAY. Thanksgiving holidays for students and faculty.

**November 25**

SUNDAY. Residence halls open. Time will be posted.

**November 26**

MONDAY. Classes resume at 8:00 a.m.

**December 6**

THURSDAY. Last Class Day. Last day to resign.

**December 7**

FRIDAY. Study Day.

**December 8, 9, 10, 11, 12, 13**

SATURDAY, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY. Final examinations [includes Monday Night (MN), Tuesday Night (TuN), Wednesday Night (WN) and Thursday Night (ThN) final examinations].

**December 14**

FRIDAY. Residence halls close at 12:00 Noon.

**December 15**

SATURDAY. TENTATIVE. Commencement, Bernard G. Johnson Coliseum.

**December 17**

MONDAY. 9:00 a.m. Deadline for filing grades with the Registrar's Office. Fall Semester ends.

All your personal electronic devices must be turned off or silenced before class begins (that includes text messaging). Remove all communication devices from service (your Bluetooth ear piece included), put away all entertainment devices as well. You are not authorized to leave class to answer calls (unless you are on a transplant list). If you feel you must answer a call during class, take your things and leave class for the day. You will be counted absent. Failure to comply with this policy will result in your dismissal from this class. This is a zero tolerance requirement.

Appropriate Dress: Pants that show underwear, or where underwear should be, are inappropriate. Hoods are not to be worn during class, nor are bulky coats or head coverings. If special attire is required, contact me prior to attendance.

Writing Center: The Sam Houston Writing Center, located in Farrington 111, is open M-F from 8am until 7pm, Friday from 8am until 3pm, and Sunday from 2pm until 7pm. Writing tutors will work with you one-on-one to help you generate, organize, or revise a draft of any assignment in any subject. You can drop by to work with a tutor or call (936) 294-3680 to schedule an appointment.

Attendance: The attendance policy shall be in accordance with the policies and procedures of the department and university. Arriving late to class and leaving early shall be counted as an absence. If class is missed due to illness or other excusable reasons, you are expected to see the instructor immediately upon return to school regarding missed work. Missing class for any reason other than an excused absence on any day that work is required, or an exam is given, will result in the immediate and non-negotiable loss of that grade. If an excused absence results in the missing of work or exam, it is the student's responsibility to make an appointment so a make up quiz may be given or alternate due date assigned. Assignments due when absent, are expected to be given to the instructor before the class period to be missed unless prior arrangements are made with the instructor.

Student absences on religious Holy Days policy: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall not be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor.

Student Conduct: Student conduct is expected to be in accordance with the Code of Student Conduct and Discipline. In particular, section 5.1 related to academic honesty. The university defines plagiarism according to the subsection 5.32 as "Plagiarism means the appropriation and unacknowledged incorporation of another's work or idea into one's own work offered for credit." Plagiarism of any sort will result in automatic failure of the course. Students are also expected to avoid Collusion defined by subsection 5.33 and any breach of ethical academic boundaries.

Students are also expected to conduct themselves in the classroom in a manner that is respectful to others and the learning environment. Any noise producing distractions (cellular phones, music players, etc.) are required to be turned off or left outside the classroom. Any conduct deemed by the instructor to be disrespectful will result in the student being asked to leave and may result in the loss of grade points. Students asked to leave the classroom will have to meet with the chair of the department to explain their actions prior to being allowed to return to the classroom. The student will also be required to address the classroom regarding their actions.

Students with Disabilities: Students with disabilities are protected from the discrimination under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. In accordance with the student guidelines, students that

need special consideration should “ Register with Sam Houston State University Services for Student with Disabilities (SSC) (936) 294-3786.” Students should also notify the instructor within one week from the first class day.

If you are having trouble in this course: Please contact me, either by telephone, e-mail or by an office appointment. I’m here to help you and want to see you succeed.

Q-Drop: Students will be allowed no more than 5 Q-drops during their academic career at SHSU. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of 5 Q-drops, will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop the class, the student will be required to remain in the class.

This limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall of 2004 will not be included in the 5 Q-drop limit. Neither will Q-drops from other universities.

NOTE: A Q-drop is a drop made after the last day for tuition refunds (12<sup>th</sup> class day for fall/spring; 4<sup>th</sup> day for summer) but before the date for which a drop would result in the grade of “F” as published in the Academic Calendar.

Information on this document is subject to change. Changes will be announced in class or via e-mail notification.

### **3 Great Truths:**

No one can distinguish a specific beer by taste.

Bulls can’t tell red from any other color.

and

Most faculty aren’t going to believe your grandma died twice in one semester.