I. INTRODUCTION

This is a survey course focusing on historical, technical, and governmental aspects of the broadcast industry. Topics such as programming, sales, ratings, and public broadcasting will be introduced. This course is required for Radio and Television Broadcasting majors. There are no prerequisites.

II. LEARNING OUTCOMES

Upon successful completion of this course the student will be able to:

A. Discuss the historical development of the broadcast industry correlating historical impact with modern industrial trends.

B. Discuss American broadcasting as it currently exists with emphasis on the inter-relationships among the structural elements.

C. Explain the process by which current principles and practices evolved so there can be a better understanding of the present and an intelligent anticipation of events which will occur in the future.

D. Evaluate broadcasting as a factor in our society.

III. INSTRUCTIONAL MATERIAL

The instructional materials identified for this course are viewable through http://www.ctcd.edu/books

IV. COURSE REQUIREMENTS

A. Reading assignments are to be completed prior to each class meeting.
B. Projects/oral reports/case studies/book reports/and research papers will be assigned by the instructor. The methods of presentation, due dates/point values and grading criteria will be given by the instructor at time of assignment.

C. Attendance policies are described in the Central Texas College catalogue. Excessive absences will result in loss of credit for the class.

D. Assignments are due on the date specified by the instructor. Late assignments will be subject to a penalty of 10% of the total point value for each day the assignment is late. All assignments must be submitted to meet requirements for this course. Failure to submit and satisfactorily complete all assignments required in this course as stated in the syllabus will result in a grade of "F" for this course.

E. No class or laboratory assignment may involve the production of illegal, obscene, or indecorous materials.

V. EXAMINATIONS

A. Exams will be given as major components of study are completed.

B. All exams will be objective in nature-multiple choice, true/false, matching, fill in the blanks, or short answer.

C. The instructor will review material to be covered on each exam in class prior to the exam date.

D. If a student is absent during an exam, a make-up exam will be administered to the student, only if documentation is provided by the student which justifies an excused absence. Unexcused absences during exams will not be entitled to a make-up consideration and will be awarded "0" points for the exam missed. Excused absences will be given for health reasons (doctor's note required), military assignments (Superior's note required), or unavoidable work conflict, if arranged with the instructor prior to the absence.

E. Unscheduled quizzes will not be given.
VI. SEMESTER GRADE COMPUTATION

A. The student's grade for this course is derived from the total points awarded on examinations and assignments. The point value assigned to each of these requirements is listed below:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations (5 @ 50 pts each)</td>
<td>250 pts.</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150 pts.</td>
</tr>
<tr>
<td>Term paper</td>
<td>50 pts</td>
</tr>
<tr>
<td>Weekly Summary</td>
<td>50 pts</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500 pts.</strong></td>
</tr>
</tbody>
</table>

B. The following table denotes the points scored to letter grade scale used for this course:

- 500 - 450 = A
- 449 - 400 = B
- 399 - 350 = C
- 349 - 300 = D
- 299 - 0 = F

VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. Withdrawal from course: It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file an Application for Withdrawal or an Application for Refund. The withdrawal form must be signed by the student. Application for Withdrawal will be accepted at any time prior to Friday of the 12th week of classes during the 16 week fall and spring semesters. The deadline for sessions of other lengths is as follows:

- 11 week session: Friday of the 8th week
- 8 week session: Friday of the 6th week
- 5 ½ week session: Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The last day to withdraw is published each semester in the Schedule Bulletin. Students who officially withdraw will be awarded the grade of "W", provided the student's attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the college before they may be considered for withdrawal. A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" or "FN" for nonattendance.

B. An Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on the Administrative Withdrawal Form for submission to the registrar.

C. An Incomplete Grade: The College catalog states, "An incomplete grade may be
given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course..." Prior approval from the instructor is required before the grade of "I" is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an "F" for the course.

D. Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

VIII. COURSE OUTLINE

A. Unit One: Course Overview

1. Unit Objectives: Upon successful completion of this unit the student will be able to:

   a. Identify requirements for successful completion of this course
   b. List and describe the major controls of the telecommunications Industry.
   c. List the major components of the telecommunication Industry.
   d. Describe the organizational structure of broadcast stations.
   e. Identify acronyms used in the telecommunications industry.

2. Learning Activities:

   Classroom lecture and discussion, student homework study.
   Read chapters 1

3. Unit Outline:

   a. Introduction to course
   b. Major controls of telecommunications
   c. Components of telecommunications
   d. How broadcast stations are organized
   e. Acronyms
B. Unit Two: The Technical Side of Telecommunications

1. Unit Objectives: Upon successful completion of this course the student will be able to:

   a. Describe the utilization and divisions of the electromagnetic spectrum as it pertains to the broadcast industry
   b. List and define the three types of broadcast stations by transmission methods
   c. Define the following technical terms: wave length, frequency, amplitude, FM, AM, band, broadcast station, transmitter, ground wave, sky wave, direct wave, audio, video, satellite, fiber optics, ADTV, digital signals, propagation
   d. Describe at least 3 non-broadcast methods for the delivery of television programs

2. Learning Activities:

   Classroom lecture, student homework study. Read Chapter 4.

3. Unit Outline:

   a. Distribution of television/radio programs
      (1) To station
      (2) To audience
      (3) Non-broadcast delivery
   b. The Electromagnetic Spectrum
      (1) Divisions
      (2) Radio waves - ground, sky, direct
   c. AM Radio
      (1) AM band
      (2) Channel assignments
      (3) Classification of stations
   d. FM Radio
      (1) FM band
      (2) Channel assignments
      (3) Classification of stations
   e. Television
      (1) VHF, UHF
      (2) Channel assignments
   f. Cable and Wireless Cable Television
      (1) Television
      (2) Wireless cable
g. Other Distribution technologies
   (1) Microwaves
   (2) Fiber Optics
   (3) Digital TV and Compressors
   (4) Videotape & Digital Storage
h. Technical terminology

C. Unit Three: The History of the Industry

1. Unit Objectives: Upon successful completion of this unit the student will be able to:
   
a. Identify the requirements for successful completion of this course
b. Describe the key developments of radio broadcast history
c. Describe the key developments of TV broadcast history
d. Describe the developments of cable history
e. Compare and contrast radio and television broadcasting today with broadcasting of each period including the following: points, programming, government control, and revenue
f. Briefly outline the contributions of the following persons to the broadcast industry: MARCONI, SARNOFF, PALEY, ARMSTRONG, MURROW, HOOVER, ZWORYKIN, FARNSWORTH, McCARTHY, FETTENDEN, DeFOREST, CANRAO, TURNER
g. Historical Terminology

2. Learning Activities:

   Classroom lecture and discussion, student homework study. Read Chapter 2 and 3

3. Unit Outline:
   
a. Radio History
      (1) 1980-1920 - Point to point radio
      (2) 1920-1927 - The beginnings of radio broadcasting
      (3) 1927-1937 - Radio's adolescence
      (4) 1937-1945 - Radio's maturity
      (5) 1945-1960 - Changing patterns of radio
      (6) 1960-1970 - FM
      (7) 1970-1980 - Format radio
      (8) 1980- - Radio's future

b. Television and Cable TV History
   (1) 1920-1945 - Experimental beginnings
   (2) 1945-1952 - Growth and the freeze
(3) 1952-1960 - Television adolescence
(4) 1960-1970 - Television and maturity
(5) 1970 - Changes and future
c. Historical terminology

D. **Unit Four:** Government Control of Broadcasting

1. **Unit Objectives:** Upon successful completion of this unit the student will be able to:
    
a. List reasons which lead to government control of broadcasting
b. Describe the relationship of Congress, the Judiciary, the Executive branches of government and the FCC
c. Describe how the FCC derives its power and ways in which the FCC uses this power to regulate broadcasting
d. List other agencies of government which have input in broadcast regulation
e. Discuss the FCC rules pertaining to licensee renewal and political broadcasting
f. Discuss the sections of the Communications Act which resulted in political broadcasts
g. Discuss free speech and regulators impact on it
h. Explain libel and similar issues relating to broadcast
i. Discuss ethics as they relate to broadcasting

2. **Learning Activities:**

    Classroom lecture and discussion, student homework study.
Read chapters 11 & 12.

3. **Unit Outline:**

   a. Historical development of broadcast legislation
(1) Reasons for government control
(2) Radio Act of 1912
   (a) Intercity case
   (b) Zenith case
(3) Radio Act of 1927
(4) Communications Act of 1934
b. An Overview of Regulation Today
(1) The FCC
(2) Congress/President

COMM 1335
c. The FCC and the Communication Act of 1934
   (1) Implement the act

d. Examples of Regulation
   (1) License renewal
   (2) Section 315
   (3) The Fairness Doctrine

e. Journalistic consideration
   (1) First Amendment
   (2) Libel & slander

f. Journalistic ethics

E. Unit Five: Industry Revenue

1. Unit Objectives: Upon successful completion of this unit the student will be able to:
   
a. List sources of revenue for radio, TV and cable services.
   b. List expenses for radio, TV and cable services.
   c. Describe local, national and regional advertising sources.
   d. Describe the role of the advertising agency and station rep. firm.

2. Learning Activities:

Classroom lecture and discussion and student homework study.
Read Chapter 6

3. Unit Outline:

   a. Revenue sources, advertising, subscriber.
   b. Expenses
   c. Ad Agencies
   d. Reps.

F. Unit Six: Station Programming

1. Unit Objectives: Upon successful completion of this unit the student will be able to:

   a. List major radio programming formats
   b. Discuss the considerations of station network affiliation
   c. Trace developments of television/radio networks
   d. Discuss the current FCC regulations pertaining to networks
   e. Discuss factors to be considered in local program production
f. Discuss the impact of the Prime-Time Access Rule on the network and station

g. Discuss news and entertainment programming on television

h. Discuss the impact of television on society

2. Learning Activities:

   Classroom lecture, discussion and student homework study.
   Read chapter 8

3. Unit Outline:

   a. Programming
      (1) Radio
      (2) TV
   b. Network
      (1) Radio/Television
      (2) Types of stations
      (3) Considerations of affiliates
      (4) Considerations of independents
   c. Local vs. network programming

G. Unit Seven: Ratings

1. Unit Objectives: Upon successful completion of this unit the student will be able to:

   a. List seven areas of broadcasting touched by ratings
   b. List four techniques used to obtain station ratings
   c. List the major industry ratings firms and describe the techniques used by each company
   d. List four problem areas associated with ratings
   e. Define basic ratings terms
   f. List two possible sampling and non-sampling errors
   g. Discuss how advertisers use ratings
   h. Discuss how stations use ratings

2. Learning Activities:

   Classroom lecture, discussion and student homework study.
   Read Chapter 9.

3. Unit Outline:

   a. What are ratings and why are they used?
b. Methods of audience measurement
   (1) Ratings firms

c. The Criticisms of Ratings
   (1) Sampling/non-sampling ERRORS

d. Basic terms

e. Uses of Ratings Information
   (1) By the station
   (2) By the advertiser

H. **Unit Eight**: Public Broadcasting

1. **Unit Objectives**:

   a. Describe key developments in the history of public broadcasting.
   b. List two broad types of non-commercial stations.
   c. List types of public broadcast stations based on licensee type.
   d. List major program providers for non-commercial stations.
   e. List sources of funding for public broadcasting.
   f. List the major issues facing public broadcasting.

2. **Learning Activities**:

   Classroom lecture, discussion and homework. Read Chapter 7.

3. **Unit Outline**:

   a. History of non-commercial broadcasting.
   b. Organizational structure
      1. CPB
   
   c. Program providers
      1. PBS
      2. NPR
      3. Other
   
   d. Major issues facing non-commercial broadcasting

I. **Unit Nine**: Future Trends

1. **Unit Objectives**:

   Upon successful completion of this unit the student will be able to:

   a. Describe emerging technologies.
   b. Discuss the impact of these technologies on the existing structure of the
industry.
c. Discuss revenue support for these technologies
d. Discuss government regulation and control of these technologies.
e. Summarize your vision of electronic media within the home and work environment.

2. Learning Activities:

Classroom lecture, discussion and student homework study. Read Chapter 5.
COMM 1335 Introduction to Electronic Media

STUDENT STATEMENT

I, ____________________________________, hereby certify the instructor (please print) has fully explained the requirements and objectives of this course.

I understand my responsibilities regarding class attendance and assignments.

______________________________
Student Signature