

TV Station Operations

EMF 351 section 001 – SPRING 2016

Class meets on TUE: 12:30pm – 3:15pm

Media Center Room 102 - HDTV Studio

Class Website: www.davidreiss.com/TVSTATIONOPS.html

Instructor: Dr. David Reiss

Office MC 208

Email: dreiss@towson.edu

Office Hours:

MON & WED 12:30-3p

and by Appointment

Course Description: Lecture and practice in the advanced study of the internal workings of working television station. Prerequisite: EMF 222 and/or Consent of instructor.

A primary goal of this course is to create a professional production environment – where students both individually and in teams work together to produce real TV station projects. As a part of this class each student will be representing themselves, their team, as well as WMJF to the Towson University community. The highest standards of conduct are expected from everyone in the class, as this course will be run more like a business than a traditional class – so be prepared to take responsibility for your actions, make the time commitments needed for each project, and follow through on every aspect of each production.

Course Objectives:

Understand and have practical experience with the operation of a TV station: Including various roles creating Programming and Promotions, as well as Operations.

Demonstrate knowledge of the functions of various departments and positions to the overall operation of a television station.

Apply the skills and knowledge necessary to fulfill the duties and responsibilities of various positions at the television station, including TV Studio roles such as Camera operator, Audio Mixer, and editing with Avid Media Composer systems.

Course Overview:

Students are required to work in various ROTATING weekly positions in an actual broadcast setting related to the operation of the university's television station WMJF-TV. The purpose of the course is to provide students with more in-depth learning of television station operations and the practical experience of applying what they have learned in this and other television courses to fulfilling the duties and responsibilities of various positions at the above stations. Therefore, the skills and abilities acquired by students from previous television courses can be refined and further developed to better prepare them for careers in the television industry.

PROJECTS:

Based on the needs of WMJF – the class will be producing various types of programming and promotional commercials, both in the TV Studio and in the Field.

Every student will be required to participate in both in-class and out of class WMJF productions.

Any unexcused absences from our weekly in-class TV Studio sessions will lower your final grade.

Individual Projects: 20% Grade

WMJF-TV Recruitment & Promotion

30-second Promotional Script and/or TV Spot for SGA groups

Various assignments will be given throughout semester.

Class Projects: 80% Grade

TV Station Promotions

TV Studio Productions

Live Remote shoots

Field News & Event shoots

Every student needs to work as a crew member on at least FOUR (4) events outside of TUE class this semester.

CLASS POLICIES

WMJF-TV Membership and Use

This course requires EVERY student to join the WMJF-TV for the Fall semester – the fee for membership is \$20 and is due the second class meeting – NO EXCEPTIONS.

Once a member you will have access to the WMJF offices, edit workstations, and as required and approved camera equipment.

NOTE – Under NO Circumstances are ANY WMJF's facilities to be used for OTHER CLASS projects. THIS means ANY and ALL of WMJF's GEAR is for WMJF Projects. ANY student using WMJF's gear for other course projects will lose all the their membership privileges and receive a failing grade for the course.

WEBSITE:

The course website will be updated *weekly* – and everyone needs to be *checking* the website as we move forward with our array of projects – which always is a challenge for scheduling.

STUDIO USE: No EATING or DRINKING is permitted at ANY time in the EMF TV Studio or WMJF Edit systems. The ONLY exception is a beverage bottle you can CLOSE and SEAL, and use occasionally. The ENTIRE Studio: class, shooting stage, and control room must be left CLEAN and ORDERLY for the next class or group coming in.

Attendance:

Consider this class your part time job at a TV Station for the next 15 weeks. You come to work every week, ON TIME – no exceptions or excuses. Do the work well and you'll get the reward of not only a job well done, but also actually helping others with your projects. If you can't commit to this than don't take the job – and drop the course.

This class meets ONCE a week for 15 weeks and attendance is mandatory. This is a vigorous and hands-on course made up of lectures, in-class assignments, equipment workshops, so you will need to be sure you make it to every class, AND have time outside of class to do your projects. This EXTRA and SIGNIFICANT level of work and time commitment, inside and outside the class, is the norm for my production courses. The class size is limited to a small number of students for a reason – you will all be relying on each other as much of the work is done in teams. Attendance will be taken at the beginning of each class.

Each unexcused absence will result a one full grade lowering of the final grade. More than three unexcused absences will result in a failed grade in the course. A written note from qualified individuals is required for absences resulting from

illness, family emergency, etc. The instructor may allow absences in certain situations, but only if the student has talked with the instructor beforehand. For Emergencies the instructor can be notified via cell phone. The responsibility of making up for missed classes will be solely on the student.

Participation, Effort and Professionalism: In the business of video and film production, most learning undoubtedly will come through hands-on experiences. Trial and error is a great teacher and your experiences may not always be pleasant when faced with the pressures of deadlines, working with new equipment, and learning to work with others. In light of this, a big emphasis will be placed on personal effort, respect for your classmates, class participation, and a professional attitude INCLUDING a willingness to work with, and learn from others. The instructor acknowledges that the level of prior knowledge among students may vary significantly. The student(s) who may have more experience in production techniques and technology will be expected to exhibit the patience and respect that is the essence of professionalism, and also be willing to help others whose knowledge is less than their own. THIS CLASS IS COLLABORATION, NOT A COMPETITION.

SCHEDULE - LATENESS: Since most of the class is commuting – I ask EACH of you to TEXT or CALL my cell phone – 301-806-2843 W/ Name in text, if you are going to be late. This is the ONLY acceptable way of coming into class late. PLEASE do everything you can – like leaving early to anticipate parking, and get here ON TIME – as we'll be covering key topics at the start of class.

Just as if you were working on a professional set, chronic or frequent lateness is not an option. More than three late unannounced arrivals may result in lowering of final grade. It is NOT OK to walk in late to my class.

Late Work is NOT accepted after the project's deadline without prior consent of the Instructor.

ELECTRONIC DEVICES

CELL PHONES are NOT Permitted to be used at ANY time in my class. PERIOD. If you a text in my class you will be asked to leave the classroom.

If you must use your laptop for NOTE TAKING, be advised that any activity OTHER than note taking is not tolerated – PERIOD. We'll be screening work in class and the laptops screens are a distraction for OTHER students. During screenings laptops must be closed.

EVERYONE needs to be FOCUSED on the FRONT of the class. Recent research findings indicate that some college students who multitask during class perform at the same level as those who NEVER came to the class, and my doctoral research

<http://www.cjlt.ca/index.php/cjlt/article/view/164/154> has shown LEARNING requires a SINGULAR FOCUS for remembering information.

Assignments:

All Projects exported quicktime movie files must be copied at the beginning of the class and all must Ready to Screen. Students are expected to complete assigned exercises before class on the due dates listed in syllabus or as announced in class.

Participation:

Students are expected to participate in class critiques, discussions and exercises with undivided attention. Excessive talking in class or during workshops while instruction is going on will be considered negative participation. Also it is REQUIRED that student work in progress be screened IN CLASS for review and critique.

Disability Policy

This class adheres the Towson University Disability Policy. If you have a documented disability, please see me right away after the first class privately, so we discuss how to best accommodate your specific needs.

Plagiarism

The EMF department has a published statement on Plagiarism, and Towson University has statements on both Academic Dishonesty and Student Academic Integrity, all of which pertains to your work in this course. ALL WORK must be newly created for THIS COURSE with students in this class section ONLY. (Previously written original scripts MAY be used for course projects).

Ownership and Use

Please be aware that the professor and/or WMJF-TV may keep copies of ANY and ALL student work for future AIRING on the web via WMJF.tv, over the air on WMJF-TV UHF Channel 16, and/or for teaching purposes.

Civility Code

All EMF students, staff, and faculty are committed to collegial and academic citizenship demonstrating high standards of humane, ethical, professional, and civil behavior in all interactions.

EMF places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors. Faculty have the right to define appropriate behavioral expectations in the classroom and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction.

The use of offensive, threatening or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog.

SCHEDULE

Managing your schedule is critical for this course, and anticipating other course conflicting projects due dates. The production schedule for the course will be updated weekly as a variety of projects are put into the production schedule.

GRADING POLICY

The grade of A is awarded for excellence, the very best work TECHNICALLY and in TECHNIQUE in class. An A student turns in all work on time with consistently excellent standards of quality, creativity, and original thinking. This person produces outstanding products and performs exceptionally in presentations and critiques. This grade is Excellent work in the class

The grade of B is awarded to students who have turned in all work on time, and consistently completed work in a high quality manner. The work shows creative thinking, extra effort, and care in presentation. This person has demonstrated knowledge that surpasses the basic material and skills and shows INTERMEDIATE levels past basic video production. This grade is for considered Good (B) to Very Good(B+) work in the class

The grade of C is earned when all class work is turned in and the student has mastered the MINIMUM basic material and skills of the course. This person participated in some classes and demonstrated some knowledge beyond basic video skills. This grade is for average work in the class.

The grade of D or F is given for work that is incomplete, late, and/or does not demonstrate mastery of the basic material and skills of the course. This grade is below average or failing work for the class.

GRADING SCALE

A	98-100	B+	88-89	C+	78-79
A	94-97	B	84-87	C	70-77
A-	90-93	B-	80-83	D	60-69

COURSE PROJECTS EVALUATION

Individual Projects: 30% Grade

WMJF-TV Recruitment & Promotion

30-second Promotional Script and/or TV Spot for SGA groups

Various assignments will be given throughout semester.

Class Projects: 70% Grade

TV Station Promotions

TV Studio Productions

Live Remote shoots

Field News & Event shoots

Every student needs to ATTEND TWO (2) EMF or COFAC events outside of class this semester.

EMF GOOGLE GROUP LIST SERVE

All EMF students are required to join the EMF Google Group List Serve at <http://groups.google.com/group/TowsonEMF>. This will guarantee that you receive daily postings regarding digital media, video, film, and audio production topics including festivals, special screening, guest speakers, film/video crew needs, internships, and jobs. The main page will also archive all posts.

Bibliography

Strategies and Practices. Wadsworth: Belmont, CA. Pringle, Peter K., Starr, Michael F., & McCavitt, William E. (1995). Electronic Media

Management. Focal Press: Boston. Sherman, Barry L. (1995).
Telecommunications Management: Broadcasting/Cable and the

New Technologies. McGraw-Hill: New York. Willis, Edgar, & Aldridge, Henry B. (1992). Television, Cable, and Radio: A