

## **TV Station Operations**

EMF 351 section 001 – Spring 2014

Class meets on TUEs: 12:30pm – 3:15pm Media Center Room 102 - TV Studio

Class Website: [www.davidreiss.com/TVSTATIONOPS.html](http://www.davidreiss.com/TVSTATIONOPS.html)

### **Instructor: Dr. David Reiss**

Office MC 208 CELL: 301-806-2843 Email: [dreiss@towson.edu](mailto:dreiss@towson.edu)

Office Hours: MON 12:30-2p & WED 12:30-2p 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 projects for WMJF-TV. 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, Floor Manager, 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.

## **HOW YOU ARE GRADED**

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

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

SEE DETAILS BELOW.

### **TV STUDIO CREW/CLASS ATTENDANCE**

Each student must arrive on time and attend all 15 class meetings in the TV Studio and stay for the entire class session. Attendance will be taken at the start of each class, with each UNEXCUSED absence lowering your grade by one full letter.

#### **EXAMPLES**

*0 missed Classes = Grade A*

*1 missed Classes = Grade B*

*2 missed Classes = Grade C*

*3 missed Classes = Grade D*

*4 missed Classes = Grade F*

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. There is no opportunity for making up missed classes.

**LATENESS:** Do what you need including leaving early to anticipate parking, etc. to 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. Late unannounced arrivals WILL result in the lowering of your final grade. Since most of the class is commuting – I ask EACH of you to SAFELY TEXT or CALL my cell phone – 301-806-2843 W/ your Name in the text, if you are going to be late. This is the ONLY acceptable way of coming into class late.

### **Individual PROMO :30 Spot**

Each student will create a 30-second Promotional Commercials for either WMJF-TV or an SGA group using existing or newly shot footage – and MUST be edited on one of WMJF's AVID Media Composer systems.

*Failure to complete this assignment will result in a failing grade for the course.*

### **REMOTE CREW SHOOTS**

Each student is required to crew for at least 2 remote video shoots during the semester.

New shoots will be added as the semester progresses.

You are encouraged to crew for more than 2 shoots.

*Failure to crew for at least two shoots will result in a failing grade for the course.*

## **CLASS POLICIES**

**WMJF-TV Membership and Use:** This course requires EVERY student to join the WMJF-TV for the Spring 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 to the 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 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.

**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.

**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.

**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 pertain 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 may keep copies of ANY and ALL student work for WMJF-TV use.

**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.

**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 screenings, guest speakers, film/video crew needs, internships, and jobs.

The main page will also archive all posts.

### Bibliography

Eastman, Susan Tyler, & Ferguson, Douglas A. (1997). Broadcast/Cable Programming:

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

Communications Approach. Prentice Hall: Englewood Cliffs, NJ.