THE TELEVISION BUSINESS IN TRANSITION
MCC-GE 2148.001, Fall 2013
David F. Poltrack
Thursdays, 6:00pm-9:15pm
NYU Global Center, 238 Thompson Street, Room 374, NY, NY 10003

COURSE DESCRIPTION
Exploration of the technical, legal, and economic structures including broadcast television, cable television, the internet and mobile. Examination of the consequences of these structures on the content and social effects of mass media. The focus will be on the programming and advertising structure of this evolving television business and how that structure is evolving with the 3-screen convergence of television, the internet, and mobile.

COURSE OBJECTIVES
At the end of the course students should be able to -

1) Provide an accurate description of the current status of, and new developments in, the television and new media areas.
2) Describe the technical, legal and economic structures of these media in terms of the effect of these structures on the media, as well as the gathering and dissemination of information.
3) Use the above analysis to imagine possible future scenarios for the media, and to predict the changes in the media landscape and the possible effects on society and culture.

REQUIRED READING
Gene F. Jankowski and David F. Fuchs, Television Today and Tomorrow: It Won’t Be What You Think, Oxford University Press, 1995

Selections from:
Carter, Bill, Desperate Networks, Doubleday, 2006
Green, Andrew, From Prime Time to My Time: Audience Measurement in the Digital Age, London, WARC 2010
Journal of Advertising Research, 49.2 June 2009 Special Issue “What We Know About Advertising”.
OPA, “A Day in the Life: An Ethnographic Study of Media Consumption. “ Online Publisher’s Association & Ball State University, July 2006

Please note that much of the material used in the course is time sensitive and prepared close to class time.
ASSIGNMENTS AND EVALUATION

1) Due to the interactive nature of the class and small class size, prompt and regular attendance is required. Class participation will represent 5% of the course grade.

2) Media Impact Paper: Choose any event or subject currently being covered in the media and discuss the impact of the economic and structural foundation of the media on the direction and tone of that coverage.
   (3 to 5 pages)
   Due Date: 9/26/13
   Value: 20% of the course grade

3) Book Review: Choose one book. Compare and contrast the author(s) ideas, styles and points of view to those of Jankowski and Fuchs. Relate the review of the book to our class discussions and studies.
   (5 to 7 pages)
   Due Date: 10/17/13
   Value: 25% of the course grade

4) Final Paper: Pick one of the media we have studied in class (Network Television, Local Broadcast Television, Cable Television, or the Internet). Provide a forecast of what you believe to be the most probable future scenario for that medium. Discuss the societal and cultural impact of this predicted future scenario.
   (10-15 pages)
   Due Date: 11/21/13
   Value: 50% of the course grade

Office Hours: Due to the fact that I am not a full time professor at NYU, I will have no scheduled office hours. However, students can make appointments to meet with me after class, or at other mutually convenient times by phone or email.

Arrange appointments by contacting my Executive Assistant, Lauren George.
Please copy her on email requests also.
Please include a phone number in all email communications.
David Poltrack, CBS: dfpoltrack@cbs.com, 212 975 3883
Lauren George, CBS: lageorge@cbs.com, 212 975 3883 (or 2931 for voicemail)
# THE TELEVISION BUSINESS IN TRANSITION

## Schedule of Classes and Assignments

This course will take place once per week (for 3 hours and 15 minutes) over a nine-week period.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings and Resources</th>
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<tbody>
<tr>
<td></td>
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<td>The Nielsen Company, 2010 Report on Television</td>
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<td>Journal of Advertising Research, 49.2 June 2009 Special Issue “What We Know About Advertising”.</td>
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<tr>
<td>September 26th</td>
<td>The Program Selection Process</td>
<td>Media Impacts paper due</td>
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<td>Webster, James et al. (2008). <em>Ratings Analysis: the Theory and Practice of Audience</em>. Chapter 3 (programming), chapter 8 (ratings research products)</td>
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<td>Carter, Bill, <em>Desperate Networks</em>, Doubleday, 2006 Full Book</td>
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<td>October 3rd</td>
<td>No Class</td>
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<td>October 10th</td>
<td>Broadcast Networks and Affiliates / Cable Networks and Systems</td>
<td>Napoli. <em>Audience Economics: Media Institutions and the Television Marketplace</em>. Chapters 5-6</td>
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<td>October 17th</td>
<td>Television Enters the Digital Era</td>
<td>Book Review Due</td>
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<td>OPA, “A Day in the life: An Ethnographic Study of Media Consumption. “ Online Publisher’s Association &amp; Ball State University, July 2006</td>
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<td>November 7th</td>
<td>Changing the Rules of the Game: Media Planning and Buying Tomorrow</td>
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<td>November 21st</td>
<td>Final Paper Due</td>
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**EVALUATION RUBRIC**

**A= Excellent**
This work is comprehensive and detailed, integrating themes and concepts from discussions, lectures and readings. Writing is clear, analytical and organized. Arguments offer specific examples and concisely evaluate evidence. Students who earn this grade are prepared for class, synthesize course materials and contribute insightfully.

**B= Good**
This work is complete and accurate, offering insights at general level of understanding. Writing is clear, uses examples properly and tends toward broad analysis. Classroom participation is consistent and thoughtful.

**C= Average**
This work is correct but is largely descriptive, lacking analysis. Writing is vague and at times tangential. Arguments are unorganized, without specific examples or analysis. Classroom participation is inarticulate.

**D= Unsatisfactory**
This work is incomplete, and evidences little understanding of the readings or discussions. Arguments demonstrate inattention to detail, misunderstand course material and overlook significant themes. Classroom participation is spotty, unprepared and off topic.

**F= Failed**
This grade indicates a failure to participate and/or incomplete assignments

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<td>A-</td>
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<td>B+</td>
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<td>B</td>
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**ACADEMIC INTEGRITY**

All students are responsible for understanding and complying with the NYU Steinhardt Statement on Academic Integrity. A copy is available at [http://steinhardt.nyu.edu/policies/academic_integrity](http://steinhardt.nyu.edu/policies/academic_integrity).

**STUDENTS WITH DISABILITIES**

Students with physical or learning disabilities are required to register with the Moses Center for Students with Disabilities (http://www.nyu.edu/csd), 726 Broadway, 2nd Floor, (212-998-4980) and are required to present a letter from the Center to the instructor at the start of the semester in order to be considered for appropriate accommodation.