I. COURSE INFORMATION
Fall 2023
Communication 3344-Radio and Television Programming:
CRN13447
Monday/Wednesday 10:30-11:50
Cotton # 306A

TEXT: Broadcast Cable Programming-Eastman

II. INSTRUCTOR INFORMATION
NAME: Louie Saenz
OFFICE LOCATION: Cotton #200
OFFICE HOURS: T-Th 10:00-11:30. AND BY APPOINTMENT’
PHONE(S): 747-6294
EMAIL(S): lusaenz@utep.edu
If I am in my office, please free to come in. I will make time for you.

COURSE DESCRIPTION: Course Objective-Programming can be defined as the strategic use of programs arranged in schedules or tiers to attract target audiences. As a programmer one needs the knowledge and skills to define such audience and select, acquire and place programs that will attract them to watch your station, listen to your station and in some instances go to your website which in turn will get them to tune in to your station.

COURSE OBJECTIVES: This course will supply you as a student with the principles for understanding and interpreting programming strategies in the television, cable, radio and the internet industry. You will also familiarize yourself with the concepts, vocabulary and practices used in programming by various mediums. In addition to looking at programming strategies and techniques, we will also examine the history of television and radio programming by watching and listening to various programs and in some instances listening to people who work in the industry.

GRADING SCALE: Grading: There will be four exams in this class, including the final. The Final exam will be partly comprehensive. For the most part, exams will be short answer, fill in the blank and true and false. Programming is a team effort and therefore it is expected that you
do your part by showing up to class and participating in class and some class exercises. All tests will be of equal value.

III. ACADEMIC MISCONDUCT
The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

IV. CLASS POLICY
(As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP needs to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Center for Accommodations and Support Services. You may call 915-747-5148 for general information about the Americans with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Individuals with disabilities have the right to equal access and opportunity. It is the student’s responsibility to contact the instructor and The Center for Accommodations and Support Services Office (CASS) at The University of Texas at El Paso.

COURSE CALENDAR Week one: Programming Strategies

Week Two: Old time radio programming

Week Three Music Programming
Week Four: Exam # 1
Week Five: News and Talk Radio
Week Six: News and Talk Radio
Week Seven: Public Broadcasting
Week Eight: Exam # 2
Week Nine: Cable Programming
Week Ten
Week Eleven: Exam # 3
Week Twelve: Commercial and Network Programming
Week Thirteen
Week Fourteen: Wrap up

*Note: These dates are not set in stone. They are this paper and on my computer. This means that we may spend less or more time on a topic. If this happens we will adjust the exam dates accordingly.

**NOTE:** THE INSTRUCTOR RESERVES THE RIGHT TO MAKE NECESSARY CHANGES IN THE SCHEDULE/CALENDAR/ASSIGNMENTS DEPENDING ON THE NEEDS OF THE CLASS.