

Television Scheduling Assignments

Spend class time and/or homework researching and writing the answers to each question and turn in each on separate paper by its due date. Site any sources you use in your research.

1. Public Television – Due _____

How do public service tv stations make money? Emphasize that even public TV stations are businesses and need to make money. Give examples of how PBS uses merchandising and does not have commercial breaks. Name some popular public tv programs that you know.

2. Commercial Television – Due _____

How do commercial networks like ABC, NBC, CBS make their money? Explain that channels need a good share of the audience to attract advertisers and how different time slots cost different amounts. Why is this? Describe how ratings are revealed each week. (You could include a copy of the latest ratings if you can find them.)

3. Designing your own Dream TV Schedule – Due _____

Design your own dream TV schedule using existing films and television programs.

This should include the full prime-time week (Sunday thru Saturday 8pm-11pm)

One full weekend day (Sat or Sun, 5am to 5am)

One full week day (Mon, Tue, Wed, Thur, or Fri, 5am to 5am)

You are scheduling MYTV, a channel in competition with ABC, CBS, NBC, & KRON 4.

Consider your **favorite shows** and what time of day they are usually on. Remember legal guidelines on taste and decency still apply so no airing the “Victoria’s Secret Holiday Fashion Show” on Saturday morning.

	6 PM	6:30 PM	9 PM	9:30 PM	10 PM
NBC	Ed		West Wing	Inauguration Day: Over There	Law & Order: Absentia
TLA	Dawson's Creek	Castaways	Angel	Calvary	News
TV	That '70s Show	American Idol	Bernie Mac	Cedric the Entertainer Presents	News
MB	When the Levee Breaks		Magic Jordan		
CBS	Price Is Right Million Dollar Spectacular		60 Minutes II		48 Hours Investigative: Mystery in R...
GTV	My Wife and Kids	George Lopez	The Bachelorette	The Men Tell All	Celebrity Matchmaker

Consider...

Timings: how long does each program last?

Genre: a mixture of styles?

How will you group programs together?

Use **presentational devices** to set out your schedule in best such as:

- Color
- Font style and size
- Columns
- Pictures and photographs

What is a “presentational device”? Video, poster, power point, etc.

Name: _____

Dream Schedule Grading Checklist

Complete this grading checklist for your own project and turn in:

- _____ graphically easy to read and understand
- _____ includes a full prime-time week (8pm - 11pm)
- _____ includes a full weekend day (5am-5am)
- _____ includes one full week day (5am-5am)
- _____ programs aired at appropriate time for decency
- _____ no gaps left in any schedule
- _____ uses existing films and television programs
- _____ a mixture of genres used for churn
- _____ not a copy of an existing station's schedule
- _____ turned in on time