

MEDIA MANAGEMENT IN TV AND FILM

RTV 4930

3 CREDITS

SPRING 2025

“My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.” - Maya Angelou

"I don't dream at night, I dream at day, I dream all day. I'm dreaming for a living." - Steven Spielberg

“I always say don't make plans, make options.” - Jennifer Aniston

INSTRUCTOR: Carlina Williams

EMAIL ADDRESS: carlina1@ufl.edu

OFFICE HOURS: Mondays 1:40–3:40pm in Weimer Room 2043

TEXTBOOKS: N/A

COURSE OVERVIEW AND OBJECTIVES:

This course is designed to provide an introduction into media management in television and film from the creative executive perspective. In particular, this course covers script coverage, international and domestic case studies, entertainment company analysis, and pitching television shows and features. These corporate principles are both relevant and useful for individuals who wish to start their careers in managing media. Given the nature of the topics covered and accompanying course assignments, at the end of the course students should be comfortable with how to identify, analyze, and solve media management challenges globally.

COURSE ASSIGNMENTS AND GRADING POLICIES

Please note that all assignments must be completed in Arial or Times New Roman 12 font.

<u>Assignment</u>	<u>Points</u>	<u>Percentage</u>
Company Email	50	5%

Company Analysis Report & Presentations	200	20%
Pitch Deck & Presentations	200	20%
Weekly Discussion Boards	100	10%
Class Participation	100	10%
Final Exam	250	25%
Speaker Questions	100	10%
Total	1000	
Extra Credit: Group Evaluations	5	
Extra Credit: Learning Diary	10	

GRADING SCALE

Students should note that I do not round grades for this course since extra credit opportunities are provided. [Please also see UF Grades and Grading Policy.](#)

Percentage	Letter Grade
93 – 100	A
90 – 92.9	A-
87 – 89.9	B+
82 – 86.9	B
80 – 81.9	B-
77 – 79.9	C+
68 – 76.9	C
64 – 67.9	C-
60 – 63.9	D+
53 – 59.9	D

50.1 – 52.9	D-
50 and below	F

A. COMPANY EMAIL

Learning the terminology and how to respond to emails in the entertainment industry is essential to building connections and getting work done. In this exercise, students will receive a prompt in class and submit their response in a written assignment via Canvas.

B. COMPANY ANALYSIS REPORT AND PRESENTATIONS

Participants will be placed on teams (4-5 people). Each team will be required to complete a company report presentation (6-8 pages double spaced) and a 10 minute presentation (5 slides). The company will be assigned to the team during the first week of class. Company analysis and presentations will be on Monday March 3, 2025.

Company Report – You will need to obtain enough information about your identified company/organization to answer the following questions:

1. Identify the company's value proposition to the customer.
2. Provide an account of the company's history.
3. Outline the company's mission, strategy and business model.
4. Identify the company's target market and its product offerings.
5. Outline the company's competitive advantage as well as its competitors.

C. PITCH DECK AND PRESENTATIONS

Students will be given the opportunity to create and present a pitch deck for a show or film of their choice to air on the company from the analysis reports. They will select content from either TV, Film, or Streaming. Additionally, the participants will need to identify the genre of their project (i.e. fantasy, horror, etc.). The pitch deck (10-15 slides) will be presented to a panel in 10 minutes on why their show should be selected. Pitch deck will be due by Wednesday April 9, 2025. Presentations will be on Monday April 14, 2025.

The Pitch Deck needs to include the following:

1. Logline and Synopsis
2. Setting
3. Characters
4. Format and/or Sample Episodes
5. Synergy Opportunities

D. DISCUSSION BOARDS

During the term, I will post some current events and related current course topic issues on the discussion bulletin board. Discussions will last for 1 week for every topic. Note that participation in the course bulletin board is worth 100 points of your final course grade.

The final course points you earn for the bulletin board will be determined by your meaningful participation throughout the term (i.e., you should submit 1 or more on topic and substantive posts per week, per open topic throughout the term – at least one post each week for each open topic (e.g., if there are 2 open topics in a week, then at least 1 post in each topic discussion for 2 minimum posts that week—one in each topic)). Your post can be a new thread or a follow-on response to one of your cohort's posts. New and responding threads are weighted exactly the same. Once the board is closed, it cannot be reopened.

Discussions will close 2 hours prior to the start of class on the due date.

E. CLASS PARTICIPATION

Students must be actively involved in the case studies and presentations. Each student should be prepared to ask questions and will be assessed based on the quality of the questions you ask or issues that you raise.

F. FINAL EXAM

The exam will be a closed book and closed notes consisting of 30 questions. Questions will stem from the lectures, speaker presentations, and articles presented in class and on Canvas.

G. SPEAKER QUESTIONS

A total of 2 questions must be submitted a week prior to the speaker presentation that Wednesday. Students must be actively involved in the sessions, and each student should be prepared to ask questions. You will be assessed based on the quality of the questions you ask or issues that you raise.

EXTRA CREDIT

H. GROUP EVALUATIONS

Part of your extra credit (company analysis report, pitch deck, and both presentations) will be determined by your group members' evaluation of your contribution. In particular, after your final group projects submission, each group member will fill out a group member evaluation form. Each group member will be evaluated on a contribution scale from 1-5, with 5 being the highest. Based on the group member evaluations, your group member score will be adjusted according to the following scale:

Group Evaluation of Contribution % of Group Score Earned by Group Member

5 100%

4 90%

3 80%

2 50%

1 0%

I. LEARNING DIARY

Each student will keep a learning diary (2-3 pages single spaced) that is based on the sessions. Each entry will contain the following information:

1. The student's observations and comments about the sessions, their relevance to media, and the information conveyed---summary of key learning points from the sessions.
2. Self-reflection on things that countered the student's assumptions or expectations.
3. Self-reflection on how the elements of the presentation relate to the student, how he/she/they views themselves and their future plans, and what they are learning about themselves.

The Learning Diary will be due on Monday April 14, 2025 at 11:59 pm.

COURSE SCHEDULE

Every week we will meet in person for lectures and case studies on Fridays. The goal each Wednesday is to meet via Zoom and have a different guest speaker discuss their career in entertainment. In the event a speaker has to cancel at the last minute, every attempt will be made to find a new speaker for that week with an updated announcement in Canvas.

Speakers will be announced in advance in Canvas.

Week 1 (January 13-17): Introduction and Syllabus

Weeks 2 & 3 (January 20-31): The Great Assist & Assign Groups

Due: Discussion Board (Jan. 27)

NO CLASS ON JANUARY 20

Week 4 (February 3-7): Know Your Audience

Due: Company Emails (Feb. 3)

2 Guest Speakers (Producer and Creative Assistant)

Week 5 & 6 (February 10-21): Who's Your Client

Due: 2 Discussion Boards (One is due on Feb. 10 and the other is due on Feb. 17)

1 Guest Speaker (Casting Director)

NO CLASS ON FEBRUARY 17: PLEASE WORK IN GROUPS ON COMPANY REPORTS.

Week 7 (February 24-28): Noticing Notes

Due: Discussion Board (Feb. 24)

1 Guest Speaker (TV Executive)

Week 8 (March 3-7): Company Analysis Presentations

Due: Company Analysis Reports and Presentations (Mar. 3)

Week 9 (March 10-14): Noticing Notes (Cont'd)

Due: Group Evaluations (Mar. 10)

1 Guest Speaker (Film Executive)

Week 10 (March 17-21): Spring Break

NO CLASS

Week 11 (March 24-28): The Art of Storytelling in Film

Due: Discussion Board (Mar. 24)

1 Guest Speaker (Film Executive)

Week 12 (March 31-April 4): The Art of Storytelling in TV

Due: Discussion Board (Mar. 31)

1 Guest Speaker (TV Executive)

Week 13 (April 7-11): The Art of Storytelling in Kids Programming

Due: Discussion Board (Apr. 7) and Pitch Deck (Apr. 9)

1 Guest Speaker (Kids Executive)

Week 14 (April 14-18): Project Pitch Presentations with Panel Review

Due: Pitch Presentations (Apr. 14) and (Optional): Learning Diary (Apr. 16)

Week 15 (April 21-25): Closing and Final Exam (Apr. 21)

SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest

standards of honesty and integrity.

ONLINE MEETING ETIQUETTE

Video conferencing is an excellent tool to interface with your peers and instructor(s) but there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and etiquette expectations including the following:

1. Be punctual and courteous.
2. Position your camera at eye level with good lighting.
3. Show respect and professionalism by dressing business casual or business professional.
4. Make sure your background is in a proper setting with minimal distractions.
5. Mute your microphone when you are not speaking.

WRITING STYLE

In order to meet the academic rigor and standards of UF, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing and references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

ATTENDANCE AND WORK POLICY

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

UNIVERSITY POLICIES

ACADEMIC MISCONDUCT: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

NETIQUETTE: COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <https://teach.ufl.edu/wp-content/uploads/2020/04/NetiquetteGuideforOnlineCourses.docx>

ACCOMMODATIONS

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. [See the "Get Started With](#)

[the DRC” webpage on the Disability Resource Center site.](#) It is important for students to share their accommodation letter with their instructor

ONLINE COURSE EVALUATION PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

SYLLABUS DISCLAIMER

By taking this course, you agree to read the syllabus carefully and abide by its terms. I, too, will adhere to the rules and procedures. I do, however, reserve the right to adjust as needed. Every class is unique, and new challenges often arise; therefore, flexibility might be required. Should there be an alteration that affects grading or course planning, I will announce the change and provide an amended syllabus to you.

CAMPUS HEALTH AND WELLNESS RESOURCES

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

ACADEMIC RESOURCES

4 E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.