

**JOMC 424.001 – Electronic Media Regulation and Policy**  
**Course Syllabus**  
**Spring 2008**

Professor: Dr. Francesca Carpentier  
Office: Room 326  
Phone: 919-843-1035  
E-mail: francesca@unc.edu  
Office Hours: 1:00p – 2:00p MW

Class Hours: 3:30p-4:45p TR  
Classroom: 253 Carroll Hall

Required Text: none

Required Supplies: Required readings will be made available in class, on Blackboard site, or in Park Library for you to obtain as they become available

**Course Philosophy:**

This course introduces students to management, station operation, economic, and legal issues that one would encounter in the electronic media landscape. The course is meant to provide a background of the organizations that may employ you one day, in addition to providing you with some of the tools and introductions needed to understand the policies under which your employers may work. Also in line with what one might encounter in working at one of these organizations, there is no tolerance for tardiness, excessive absence, partial assignment completion, and other signs of lack of dedication or laziness, as these actions would typically result in a loss of job in the ‘real world.’

**Attendance Policy:**

You get two free absences. Period. Each absence after the two results in a half-grade deduction (e.g., a B becomes a B- at three absences). The only exception is if you're dying and have medical documentation to prove it. Use your two freebies wisely.

**Late Assignments:**

Assignments are due at the beginning of class the day they are due, unless otherwise announced in class. Accepting late assignments is unfair to the students who have sacrificed to turn theirs in on time. So unless you're dying (see above), expect an automatic 50% deduction each day the assignment is late, based on the grade your late assignment would be given if it were not late. In other words, if you would have received an 80% if the assignment were not late, you would get a 40% if you turned it in some time after class the day it was due (one day late), a 20% if you turned it in the day after it was due (two days late), etc. This rule is not negotiable. If 90% of the class cannot meet a deadline, then 90% of the class will get the deduction. The other 10% who turned the assignment in on time will thank me later.

**Grading:**

You are graded according to the highest professional standards. The following list provides a breakdown and general description of the grading scheme that will be used in this course.

- F = 59% or less, needs to consider a different field
- D- = 60-62%, needs to consider a different field
- D = 63-66%, needs to consider a different field
- D+ = 67-69%, did not demonstrate understanding of the basics but tried
- C- = 70-72%, has glimpses of potential in a limited range
- C = 73-76%, acceptable work, follows instructions, understands basics, does the minimum to pass
- C+ = 77-79%, good in one area of work, but consistent problems with another area
- B- = 80-82%, needs a bit more polish, pretty good handle on things, participates in class, does more than the minimum
- B = 83-86%, solid effort, would have no problem recommending this person
- B+ = 87-89%, very good performance, consistently does more than required, a self-starter, would get an unqualified job recommendation
- A- = 90-94%, stands out, good attitude, work is impressive in quality, very few problems, works like career depends on it
- A = 95-100%, nearly perfect in execution, quality of work is exceptional

**Honor Code:**

It is expected that each student in this class will conduct him/herself within the guidelines of the Honor System. All academic work should be done with the high level of honesty and integrity that this University demands.

**Class Requirements-****Participation (10%):**

Every student will be assessed on their level of participation in the class. This is beyond attendance and ability to turn in assignments on time. This 10% of your total grade is based on your contribution in class, in addition to your participation in group situations. This is where reading the material on time and being prepared to discuss the material in class will boost your grade. This 10% can mean the difference between a C and a B.

**Exams (90%):**

There are three exams with no make-up opportunities. Missed exams get 0 points.

Each exam will assess your memory and understanding of the material up to that point and will be worth 30% of your final grade. See the tentative course schedule for topics covered by each exam.

Exams are predominantly short-answer and essay format. Some multiple choice and fill-in-the-blank questions may also be included.

**Tentative Course Schedule (subject to change):**

Wk 1:	Jan 10	Introductions and syllabus review
Wk 2:	Jan 15	Basic management theory Management models
	Jan 17	Basic management theory Audience analysis
Wk 3:	Jan 22	Basic management theory Ownership types and styles
	Jan 24	Station operation Types of stations
Wk 4:	Jan 29	Station operation Organization of stations
	Jan 31	Station operation Contracts
Wk 5:	Feb 5	Guest Speaker Topic TBA
	Feb 7	Review for Test 1
Wk 6:	Feb 12	Test 1 Basic management and Station operation
	Feb 14	Media economics Basic theory and approaches
Wk 7:	Feb 19	Media economics Ratings and shares
	Feb 21	Media economics Advertising issues
Wk 8:	Feb 26	Broadcasting law and policy Brief historical overview
	Feb 28	Broadcasting law and policy Federal Communications Commission

Wk 9:	Mar 4	Broadcasting law and policy Legal issues affecting programming
	Mar 6	Broadcasting law and policy Legal issues affecting programming
Wk 10:	Mar 11	No class - Spring Break
	Mar 13	No class - Spring Break
Wk 11:	Mar 18	Review for Test 2
	Mar 20	Test 2 Media economics and Broadcast law and policy
Wk 12:	Mar 25	Broadcasting law and policy Legal issues affecting news
	Mar 27	Broadcasting law and policy Legal issues affecting news
Wk 13:	Apr 1	Broadcasting law and policy Legal issues affecting news
	Apr 3	Broadcasting law and policy Station policy regarding conduct
Wk 14:	Apr 8	New technology, new directions Technological issues
	Apr 10	New technology, new directions Content issues
Wk 15:	Apr 15	Guest Speaker Topic TBA
	Apr 17	Semester review
Wk 16:	Apr 22	Review for Test 3
	Apr 24	Test 3 Broadcast law and policy New technology, new directions