Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF CINEMA-TELEVISION

CTV 526 MAT/MAD
PRODUCING FOR THE 21ST CENTURY
SPRING 2011
COM 152 – THURSDAYS 9:00A
AND ONLINE

Dr. Norman Mintle
757.352.4203
normmin@regent.edu
Monday, Thursday afternoons 2:00 – 5:00P
COM 240

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructors.
COURSE DESCRIPTION

This course is designed as an advanced level study of BOTH the creative and business sides of the media industries. Our focus will center on an entrepreneurial model of media management as together we explore the CREATIVE PROCESS as it relates to television and digital media production as well as the BUSINESS FORMS and FUNCTIONS of the television and digital programming industries (includes broadcast, cable, satellite, Internet, etc.) We will discuss the ethics of the business, and relate this to how it can co-exist within a Christian worldview; in other words, how to be IN but not OF the mediated industries.

One final thought, this course is being offered (for the first time) with an ONLINE section. **Distance students:** please follow assignments and due dates found in the BlackBoard course as there will be obvious differences with the on-campus section (like, ‘field trips,’ for example.

RATIONALE/COURSE OVERVIEW

One goal is to provide a broad, long-range understanding of the vital importance of message-rich, effective Truth-communicating programming for the postmodern viewing world. Whether creating programs for the “secular” or religious industries, it is my desire that our students have a greater appreciation for both sides of the proverbial coin: the Creative/CONTENT component – that is, the praxis and theory of developing programs, and the BUSINESS side of producing professional television and ‘new’ media programming (including the science of day-part audiences, local and national distribution channels, traditional broadcast and new media).

CINEMA-TELEVISION PROGRAM OUTCOMES

- To reclaim the power of "Story" and to weave Christian values and enduring truths in infinitely fresh and relevant ways.
- To allow students to explore and refine their craft through observation, intense study and practice.
- To grow artists who can create media infused with the Light to those with eyes to see and ears to hear.

COURSE OUTCOMES

The goal of this class is to help prepare the student to think creatively, integrate the pragmatic, and leave with a working knowledge of how the media industries are being reengineered. Additionally, the student will learn to recognize the best elements of traditional media, which are of lasting value as we transition into the new world of interactive communication: on-demand, participatory and symbiotic – and how to successfully translate their skills into a new global marketplace. One assignment in particular, The Prospectus, is intended not only to inform students of vital elements thereof, but to also present the student with a “real life” situation, via the prospectus pitch. The goal is to prepare the student to handle pressured situations, take a meeting, and present themselves not only as a witness for Christ, but also as qualified professionals.
Specific Student Learning Objectives:

• A clear understanding of business/economic models within the digital media environments
  o Assessed by successful completion of Business Plan assignment
• Demonstrate an understanding of roles of producers and production entities
  o Assessed by successful completion of Digital Production assignment
• Develop a clear understanding of trend analysis and futuring as pertain to the student’s particular discipline
  o Assessed by successful completion of Future of Media paper

COURSE MATERIALS

Required Materials:


Recommended Resources:


Additional Resources

Broadcasting & Cable Magazine
BCToday@BroadcastingCable.com
Digital Media Wire (digitalmediawire.com)
Entertainment Weekly
Ew.com
The Hollywood Reporter
http://www.hollywoodreporter.com/hr/index.jsp
www.mediaweek.com
NATPE Daily Lead (natpe@dailylead.com)
Premiere Magazine
Premiere.com
Programming Insider (mberman@mediaweek.com)
Television Week Magazine
Variety Magazine
COURSE REQUIREMENTS AND ASSIGNMENTS

Extensions
Unless stated by the instructor in class, all assignments are due on the date stated in the syllabus at the beginning of that class period. Late assignments will be graded down one letter grade for each day they are late without an approved extension. Except in cases of emergency, requests for extensions must be made to the instructor, at least 24 hours before the assignment is due. Be prepared to defend your reason why you need the extension. Remember, deadlines in the media industries are taken very seriously. This class, in preparing students to work professionally, will take the same attitude.

Incomplete Grades
Students desiring an incomplete must submit their request to the course instructor and academic dean prior to the end of the term (typically, after at least 75% of the semester has been completed). An incomplete grade will be given in a regular course only for legitimate deficiencies due to illness, emergencies or extraordinary reasons acceptable to the professor, including equipment breakdown and shortages, and not because of neglect on the student’s part. Incompletes require the final approval of the school dean or his/her authorized representative. A regular grade will be given by the instructor if all requirements for the course are submitted by the end of the following academic term. The instructor will submit the new grade to the Registrar’s Office no later than two weeks after the beginning of the subsequent term. If all work is not submitted by the end of the term following the granting of the incomplete, a grade of FX (NP on pass/fail courses) will be posted automatically unless a Request for Extension of Incomplete has been approved and submitted to the Registrar’s Office. The FX shall be counted as an F in the computation of the GPA. Any student desiring reinstatement to the course after an FX or NP has been posted must register for the course in a subsequent term and pay the full current tuition for the course. In progress grades can only be given for independent studies, internships, practica, portfolios, theses and dissertations.

Student Course Evaluations
Students will be given opportunity to provide the instructor, as well as the college administration with written feedback and evaluation of the course structure and its conduct. However, students should feel free to bring any concerns to the attention of the instructor at any time during the semester.

Academic Integrity
The Regent University Graduate Catalogue contains the following statement: “A community of teachers and scholars recognizes the principles of truth and honesty as absolutely essential. The expectation at Regent University is that these principles will be rigorously followed in all academic endeavors, including the preparation of class reports and papers, giving and taking of examinations, and in protecting the validity of assigned grades. This assumes that all work will be done by the person who purports to do the work without unauthorized aids. Instructors will
exercise due diligence in planning and supervising the academic program so that the principles of truth and honesty are encouraged.

### Assignments

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<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Paper – “Future Xian Imagination”</td>
<td>Jan. 21</td>
<td>5%</td>
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<tr>
<td>Paper – “Christian Apologia”</td>
<td>Jan. 28</td>
<td>15%</td>
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<td>Paper – “Analysis of CBN”</td>
<td>Feb. 11</td>
<td>5%</td>
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<tr>
<td>Case Study</td>
<td>Feb. 18</td>
<td>10%</td>
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<tr>
<td>Digital Production</td>
<td>April 1</td>
<td>30%</td>
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<tr>
<td>Business Plan + Presentation</td>
<td>April 15</td>
<td>30%</td>
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<tr>
<td>Attendance/Participation</td>
<td>Weekly</td>
<td>5%</td>
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<th>Online Values</th>
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<tr>
<td>5% - Paper: “Future of Christian Imagination”</td>
<td>A two-page thought piece, based in part on in-class discussions and guests along with the student’s research.</td>
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<tr>
<td>15% - Paper: A Christian Apologia for the Arts</td>
<td>Students will prepare a 5-page paper integrating researched material and original and critical thinking. This assignment builds a personal foundation for the Christian’s role in producing media products that affect culture.</td>
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<tr>
<td>5% - Paper: An Analysis of “700 Club” production</td>
<td>Following the class field trip to CBN, the student will write a 2-page analysis of the production processes used by CBN staff to create a daily television program. (Distance students do NOT have this assignment; see above)</td>
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<tr>
<td>10% Case Study</td>
<td>A media related case study will be presented; the student will follow the instructions therein to fulfill the assignment. (This will aid in the creation of your Business Plan due later in the term.)</td>
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<tr>
<td>30% - Production</td>
<td>Students will produce a digital media production that is designed and suitable for distribution on multiple platforms and upload it to their personal media website. (This assignment will vary depending on class constitution – it may be done has a TEAM project.) A 2-5 page document will accompany project that will include: purpose of project, intended audience, production plan, actual production/post-production notes, and a summary analyzing the experience. The production will be presented before the entire class. Distance Students: will upload their production for online colleagues’ interaction.</td>
</tr>
<tr>
<td>30% - Business Plan Presentation</td>
<td>Students will prepare a business plan for a production company, including mission statement, structure, and projected revenues. Students will subsequently make a formal presentation of their Plan; they must dress “work-style” as appropriate for a meeting for financing with a bank or investor. Distance Students: will upload a video version of their formal presentation.</td>
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<tr>
<td>5% - Attendance, Appearance, Participation &amp; Deadlines</td>
<td>This is a course about the business. In that vein, deadlines, and punctuality to class are important. This</td>
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</table>
class will begin promptly at 9AM. This is a graduate level course. Students are expected to come to class prepared and having read the assigned readings. Students will be questioned on the readings. Students not able to provide thoughtful and intelligent answers will lose points. Students are also to dress appropriately for each presentation. Students who exhibit a high degree of professionalism, outstanding scholarship and a willingness to excel will be appropriately graded. **Distance Students:** Participation occurs in BlackBoard’s Discussion Forum where we will interact with the weekly assignments. These interactions equate to in-class participation; they are vital to your success in the course, and thus the heavier grade value assigned.

**Extra credit:** On-campus students may accrue extra credit by attending any Regent/Hollywood guest speakers occurring during the semester. You must provide a one-page written report detailing the speaker, his/her topic, etc. **Distance students** may accrue extra credit by attending any outside speaking events appropriate to our topics and submitting a one-age written report.

**Distance Students note:** All papers are to be submitted via EMAIL to my address: normmin@regent.edu by 12M (ET) on the assigned date. Use the Subject Line to identify the particular assignment. (e.g., CTV 526 – Christian

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<tr>
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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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<tr>
<td>B-</td>
<td>81-84</td>
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<tr>
<td>C+</td>
<td>78-80</td>
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<td>C</td>
<td>75-77</td>
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COURSE SCHEDULE (WEEK-BY-WEEK)

Week One (Jan. 6)
   Introductions
   Overview
   Guest:

DUE: Reading – Kellison, Introduction, pps. xvii – xxii

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Week Two (Jan. 13)
   A Christian Apologetic for the Arts
   Writing the Very Short Story
   What is IMAGINATION and How Does it Work for US?

   GUESTs:

Reading Due: (handouts – Ryken “The Christian Imagination”)
             (hand-out: The Innovator’s DNA (HBR))
DUE: Ratings, Media News

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Week Three (Jan. 20)
   Creativity and the Christian Producer

Reading Due: Kellison, Chpt. 1
             (handout – Gelb)

DUE: 2 –pg. paper on the FUTURE of CHRISTIAN IMAGINATION (thought piece)
      (counts as Class Participation)
      Ratings, Media News

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Week Four (Jan. 27)
   Television – Overview, History

   GUEST:
Reading Due: Kellison, Chpt. 2
(handout - Perebinossoff, Chp. 1)

**DUE:** Christian in the Arts Apologia (5-pg. paper)
Ratings; Media News
******************************************

**Week Five (Feb. 3)**
Television, cont. – Creating Television
Field Trip: The 700 Club

**DUE:** 1-page PROJECT Description

Reading Due: (hand-out) Eastman & Ferguson, Chpts. 1, 3
CBN History at: [http://www.cbn.com/about/](http://www.cbn.com/about/)

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**Week Six (Feb. 10)**
Television, cont.
How the TV Biz Works

Creating a Successful Business Plan
GUEST: Dr. Gary Oster, GLE Prof. of Innovation & Entrepreneurship
Dr. Gregory Stone, GLE

Reading Due: Kellison, Chpt. 4
(hand-out) Eastman & Ferguson, Chpts. 4, 5, 6, 7

**DUE:** Ratings, Media News
Analysis of 700 Club operations (2-pg. paper)
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**Week Seven (Feb. 17)**
Television, cont. – The “Pitch”
Analyzing your product

GUEST: Martha Kerr VanCamp, Affil Reltns Mgr, CBN
Week Eight (Feb. 24)
A Christian cultural analysis

Television, concl. – The REALITY of Media – Legalities and Rights

GUEST: Entertainment atty. Steve Lentz

Reading Due: Kellison, Chpt. 5

(handout) Seeing through the media: Chpts. 5 – 7
(handout) Media Entertainment: Chpt. 14
(handout) Television-The Critical View: “Rewriting Culture: A Dialogic View of Television Authorship”

DUE: Ratings, Media News
“Elevator Pitches”

Week Nine (Feb. 28 - Mar. 4) = MODULAR – No Class !)

Week Ten (Mar. 10)
Introduction to the Digital World
GUEST: Dr. Harry Sova

Reading Due: (handout) Habits of the High-Tech Heart: Chpt. 8
(handout) Television Goes Digital: Chpts. 8, 9

DUE: Ratings, Media News
Outline of Business Plan

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Week Eleven (Mar. 17)
    Internet, Telephony, and More
    Dr. Markus Pfeiffer – BUILDING YOUR MEDIA WEBSITE

(We’ll spend the day in the Computer Lab – COM 154)

Reading Due:  Kellison: Chpts, 7, 8, 9
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Week Twelve (Mar. 24)
    Repurposing “old media”
    ReelGood.tv

Field Trip:  CBN Digital – Janet White, Chris Carpenter, et.al.

DUE:  Ratings, Media News
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Week Thirteen (Mar. 31)
    Technologies & Strategies for Monetizing your Video Content

Projects & Websites presented in class

Reading Due:  (handouts –White Paper # 7)

DUE:  Ratings, Media News
    Production completed and demo’d

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Week Fourteen (April 7)
    Discovering New Formats & Delivery Systems

    GUEST:

Reading Due:  (Hand-out: White Paper # 8)

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Week Fifteen (April 14)

Biz Plan PRESENTATIONS

Reading Due: TBA
DUE: Ratings, Media News
  Biz Plan (completed)

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Week Sixteen (April 21) Last Class!

Biz Plan PRESENTATIONS continued
  Semester WRAP-UP
UNIVERSITY POLICIES AND RESOURCES

Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
- Student Course Evaluations - University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade.

- Disability Statement – the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students in their classes.

www.regent.edu/admin/stusrv/student_life/disabilities.cfm

Last Updated: 11/19/2010
At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.

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