

Detailed Contents

Preface xii

PART ONE PROGRAMMING RESOURCES AND CONSTRAINTS 1

Chapter 1 A Framework for Programming Strategies 3

by Douglas A. Ferguson and Susan Tyler Eastman

What Is Programming? 4

The Lure of Lore 8

Structural Considerations 10

The Elements of Programming 14

A Model of Programming 18

Five Issues for Programmers 22

What Lies Ahead 32

Sources 34

InfoTrac College Edition 34

Notes 34

Chapter 2 Program and Audience Research 35

by Douglas A. Ferguson, Timothy P. Meyer, and Susan Tyler Eastman

Decision-Making Information for Programmers 36

Program Testing 37

Qualitative Audience Research 39

Ratings Services 40

Ratings Terminology and Measurement Computations 45

Television Market Reports and Other Programming Aids 50

Radio Reports 57

Cable Ratings 61

Online Research Services	63
Ratings Limitations	66
Future Challenges	72
Sources	73
InfoTrac College Edition	73
Notes	73

Chapter 3 Domestic and International Syndication 74

by John von Soosten

The Syndication Chain	75
Program Acquisition	81
Ratings Consultation	86
The Decision Process	91
Calculating Revenue Potential	95
Payment	99
Cable and Syndication	102
International Marketplace	103
What Lies Ahead for Broadcast Syndication	106
Sources	108
InfoTrac College Edition	108
Notes	108

PART TWO BROADCAST TELEVISION STRATEGIES 109

Chapter 4 Prime-Time Network Entertainment Programming 111

by William J. Adams and Susan Tyler Eastman

Vertical Integration	112
Ideal Demographics	115
Ratings	117
Network Seasons	121
Program Renewal	124
New Program Selection	128
Scheduling Strategies	133
Promotion's Role	138
Changing Format Emphases	139
Network Decision Making	145
What Lies Ahead: Risk and Reward	147
Sources	149
InfoTrac College Edition	149
Notes	149

Chapter 5 Nonprime-Time Network Television Programming 151

by James R. Walker and Robert V. Bellamy, Jr.

Nonprime-Time Dayparts	152
Scheduling Strategies	154
Sports	156
Daytime Soap Operas and Game Shows	158
Weekday News and Information	162
Weekend News and Information	166
Children's Programming	167
Talk Shows	171
Late-Night Weekend Entertainment	173
What Lies Ahead for Nonprime-Time	174
Sources	175
InfoTrac College Edition	175
Notes	175

Chapter 6 Television Station Programming 176

by Robert B. Affe

Sources of Television Programs	177
Network Programming	178
Station Dayparts	182
Early Morning (6 to 9 A.M.)	183
Morning (9 A.M. to 12 noon)	184
Afternoon (12 noon to 4 P.M.)	184
Early Fringe (4 to 7 P.M./4 to 6 P.M. Central)	185
Prime Access (7 to 8 P.M./6 to 7 P.M. Central)	186
Prime Time (8 to 11 P.M./7 to 10 P.M. Central)	187
Late Fringe (11 to 11:35 P.M./10 to 10:35 P.M. Central)	187
Late Night (11:35 to 2 A.M./10:35 to 2 A.M.)	188
Overnight (2 A.M. to 6 A.M.)	188
Syndicated Programming	189
News and Local Programming	193
Ratings	198
Station Promotion	198
What Lies Ahead for Stations	200
Sources	204
InfoTrac College Edition	204
Notes	204

Chapter 7 Public Television Programming 206*by John W. Fuller and Douglas A. Ferguson*

- Program Philosophy 207
- The Network Model 208
- PBS Responsibilities 211
- Types of Station Licensees 212
- Program Production 216
- Syndicated and Local Programming 219
- Scheduling Strategies 222
- National Promotion 225
- Audience Ratings 226
- What Developments Lie Ahead 229
- Sources 230
- InfoTrac College Edition 230
- Notes 230

PART THREE CABLE, SATELLITE, AND ONLINE STRATEGIES 233**Chapter 8 Cable System and Satellite Programming 235***by Susan Tyler Eastman and Edward J. Carlin*

- The Retransmitters 236
- Selection Strategies 240
- Technical Parameters 240
- Legal Requirements 246
- Economic Considerations 249
- Marketing Factors 252
- Scheduling Strategies 253
- Evaluation Strategies 254
- Local Origination on Cable 256
- Community Access on Cable 263
- What Lies Ahead 266
- Sources 267
- InfoTrac College Edition 268
- Notes 268

Chapter 9 Subscription and Premium Programming 269*by Douglas A. Ferguson*

- The Nonbroadcast World 270
- Selection Strategies 274

Scheduling Strategies 283
Evaluation 287
Cable Network Promotion 288
The Channels 290
Program Guide Services 316
Audio Services 318
Directions for the Future 320
Sources 321
InfoTrac College Edition 321
Notes 321

Chapter 10 Online Video and Audio Programming 322

by Douglas A. Ferguson

The Online World 323
A Conceptual Framework 323
The Content Providers 327
Strategic Considerations 330
Selection Strategies 332
Scheduling Strategies 332
Promotional Strategies 333
Measurement 333
Impact on the Mainstream Media 336
What Lies Ahead 344
Sources 346
InfoTrac College Edition 346
Notes 346

PART FOUR RADIO PROGRAMMING 349

Chapter 11 Music Radio Programming 351

by Gregory D. Newton

Choosing a Format 352
Step-by-Step Selection Process 363
Implementation 366
The Music 367
News 373
Air Personalities, Dayparting, and Voice Tracking 375
Advertising and Promotion 378
Network and Syndicated Programming 383

Radio and the Internet	388
Sources	391
InfoTrac College Edition	392
Notes	392
Chapter 12 Information Radio Programming	393
<i>by Joseph G. Buchman</i>	
Information versus Entertainment Radio	394
News Programming	396
The Rise of the Spoken Word	398
Talk Formats	400
The Content Infrastructure	405
Hosts, Audiences, and Guests	407
On-Air Talk Techniques	408
The Spoken Word in Public Radio	411
Other Noncommercial Sources	413
What Lies Ahead for Information Radio	413
Sources	415
InfoTrac College Edition	416
Notes	416
Abbreviations and Acronyms	417
Glossary	420
Annotated Bibliography	445
Bookmarks for the World Wide Web	451
About the Contributing Authors	453
Index to Program Titles	457
General Index	461