Programming
The most important activity is the selling of audiences (to whom?). Viewers and rating points are treated as commodities to be sold; “selling eyeballs.”

TV By The Numbers - Scheduling, Ratings
"The Bible“          "Big Bang Theory“

A casual history of television programming and technology:

TV retrospective (also in “History 2”)
The Art and Science of Scheduling

Prime time – largest audiences.
“Access” time (6-7 p.m., most revenue for network affiliates; click image).

TV programmers are concerned with “audience flow,” the movement of viewers from one program to another.

Remote controls, VCRs and DVRs make managing audience flow more difficult.
TV programming strategies (examples?)

Strip programming – everyday, same time.

Block programming – similar programs scheduled one after the other.

Strong lead-in – audience carries over to a newer or weaker show.

Example: 1987-88, “A Different World” premiered, scheduled between “The Cosby Show” and “Cheers.”

"Must See TV"
Programming must be repeatable (exceptions?)

Cost of producing programs makes “reruns” necessary.

Many TV stations and cable networks depend on the fact that audiences will watch programs over and over.

Radio depends on listeners enjoying their favorite songs over and over.

For TV, some formats “repeat” better than others.

Reality programs and dramas don’t do well in reruns, but sitcoms do. Why?
General theories

Least objectionable program – rather than turn off the TV, viewers will watch LOP.

Appointment television – viewers seek the most popular programs, whenever they’re scheduled. How much longer?

Streaming video both an opportunity & a threat to traditional TV:

Aereo streaming broadcast TV - PBS
Why so many reality programs?

Reality programs popular with programmers because they can be created quickly and inexpensively.

Costs less than $500,000/hour; about one-third cost of comedy or drama.

Syndicated Programming

Programs (TV or radio) that are sold to individual stations in many markets.

First-run syndication (“Ellen”).

Off-network syndication (“Friends”).
Children’s Television Issues

Concern over influence of TV led to V-chip in 1996.

V-chip promo
Sesame Street v-chip

TV Ratings

TV-Y, TV-Y7, TV-G, TV-PG, TV-14, TV-MA.

TV content ratings

Apply to all entertainment programs. Parents may block all programs of a certain rating (example, TV-MA).
Local Programming – Television

Local TV programming mostly takes the form of news. Provides valuable community service, but is also profitable. As much as 50% of sales revenue.

**Local cable**

Public-access channels let almost anyone be on TV (“Wayne’s World”) (pause after 1:00)

Local news inserts in CNN Headline News are common; a few local all-news channels.

Local video is available via YouTube:
Radio

Most common formats: Religious (most on AM); Country; Adult Contemporary; Oldies/Classic Rock; News/Talk.

Dayparts (radio) – morning drive, midday, afternoon drive, night.

Much less local than it used to be; less local ownership of stations.

A DJ in a remote location can “voice track” an hour show in a few minutes; “turnkey” satellite services.

Stations use strict playlists of songs.

http://www.playlistresearch.com/dallasradio.htm

DFW Arbitron ratings:

DFW ratings

HD radio gives local radio new technology for 21st century.

HD radio

Apps make radio available on cell phones.

Radio on cell phones