**A New Cable Channel – Class Participation – Group Activity**

***A group activity but each person is graded separately.***

*It is important that the group discuss ideas before deciding on who is going to answer each question and how each question is answered. All the answers must fit together for the cable channel you are creating. For example, the “public access” programs you choose must make sense based on the “demographic and psychographics” of your viewers, as well as the “advertisers” you expect to sponsor those programs.*

*Each person in the group will research and develop an answer to one question in this assignment. Research and preliminary answers must be placed in a journal. Each person will present their journal notes to the group for review and eventual adoption. The notes are part of your grade so the journal is required and will be collected on \_\_\_\_\_\_\_\_\_\_\_\_\_\_. One person is assigned to each of the following questions, 1, 3, 4 (3 and 4 are answered by one person) 5, and 6. The group collaborates to answer question 2. Question 7 is optional. If there is a fifth member of the group he or she will answer question 7. Answers will be combined into a single report and delivered on the due date.*

*The Campbell text is a valuable resource to help you with the assignment. Information covered in class will also be helpful; to get you thinking about the cable industry. Please ask questions and discuss issues during class and with the group.*

*In order to complete the assignment by the deadline a typed report is due from each person in the group. On the due date groups will assemble the report in class.*

*The report must be typed (double-spaced) and include a cover page. It is important that the report be assembled using the same font and font size. Information on document layout requirements is in our first-day handout. Put the name of the cable channel, channel number, slogan, date and the full name of each person on the cover page.*

1. What is the **mission statement** for the cable channel?
   1. Because cable is all about **narrowcasting** your mission statement must identify the **market niche** you are trying to capture for the channel. The statement must also identify at least four different **psychographic** categories (remember the VALS survey) of the audience. Create a three to five paragraph mission statement.
2. Give your cable channel a name, catchy slogan (for promotion) and designate a channel number.
3. Identify at least six towns in South Jersey the cable channel will serve. Create a map, with the appropriate shaded areas, to show the coverage area. Identify each town.

*Continued…*

1. Identify the five targeted viewer **demographics** for the cable channel.
   1. Use 1. age, 2. ethnicity, 3. gender, 4. socio-economic (income), and 5. education level to identify the type of audience the channel is trying to attract. The demographics from the six towns must show details as they would in any report for a media outlet. U.S. Census information must be researched to answer the questions: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

For example, socio-economic would include an income range such as, “$25,000 - $40,000” (middle-class).

1. What **original programs** would run each day on the cable channel? Develop three program concepts that are considered “public-access” on the cable channel.
   1. Create a two to three paragraph description of each program that includes an explanation of what it is about. The description must include the name of the program, the day(s) and time it airs, program length and genre.
2. Your cable channel needs **advertising** (some type of revenue) to survive.
   1. Identify three **local** (potential) advertisers and as you do create a one to two paragraph statement (one to two paragraphs for each advertiser) that explains why each advertiser will want to be on the cable channel. (Think of how the advertisers match up with the demographics and psychographics of your audience.)
3. What will the cable channel do to make “public access” programs appealing to the communities served?
   1. Type a three to five paragraph statement addressing this question.

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