**Podcast Episode 2 Study Guide Programming with Bernadette O’Grady**

**From the introduction, what is and does television content or programming determine?**

Keywords: composition, delivery, content, programming

**What does *Media Convergence* mean in Bernadette’s title?**

Keywords: syndication / syndicated, public service, simulcast, sponsored events

**What does Public Service mean for a television station, which is how Bernadette started her television career?**

Keywords: FCC license, public service

**What is the importance of programming for a station?**

Keywords: syndicated programming, daytime syndication, lead-in shows / programs, broadcast stations

**Why is NATPE grappling with calling content “television”? Can audiences make the distinction between a cable channel and broadcast channel?**

Keywords: Television set viewing, over the air broadcast stations, cable, video entertainment, regulation

**Why are is cable less restrictive in their content than broadcast stations? Why are cable television’s regulations so “loose”?**

Keywords: Cable lobby groups, broadcast restrictions, FCC, over-the-air broadcast stations, streaming service, government regulations, next version of communications

**What is a typical day of programming?**

Keywords: Early morning, Iraq War, network soap operas, clear primetime shows, late night, must carry, in pattern, network feed

**How does a Network and their local affiliates or stations sell airtime to make money?**

Keyword: commercial break, commercial, airtime, network shows, content, contractual agreement

**How many minutes of airtime do network shows have vs. local affiliates?**

Keywords: minutes to sell

**What about the Super Bowl? Is that a big money maker for local stations?**

Keywords: Super Bowl actual game, local station, lead in break, halftime show, lead-up airtime, airtime inventory, eyeballs, station promotions, big viewership and audiences, promos

**How does a station find their non-network (syndicated) programming**?

Keywords: Programming Director, General Manager, General Sales Manager, production companies or studios, Warner Brothers, Twentieth Television / Twentieth Century Fox, King World / CBS, Viacom, Paramount, syndication, primetime, syndication, programming, off net, First run, syndicated shows

**What percentage of television shows fail?**

Keywords: failure factor, cancelled, build an audience, episodes, repetition of ideas, replacement, repeats, original programming, summer, sampling of programming, reruns, on-demand

**Do PUT levels (viewing levels of audiences tuning in to watch television) go down in the summer?**

Keywords: distractions

**Do shows put Networks “on the map”?**

Keywords: Bravo, Housewives franchise, AMC, Mad Men, first run product (shows), build viewership

**How are streaming services helping television series?**

Keywords: binge watching, golden era of television

**What is the biggest show being watched at 10pm?**

Keywords: DVR, biggest rated show

**How is Nielsen dealing with all these viewing patterns?**

Keyword: biggest challenge watching in pattern, Nielsen, credit, on demand, eyeballs advertisers

**Does Netflix reveal their ratings?**

Keywords: downloads, HBO, Comcast, streaming business

**What is a cord cutter?**

Keyword: cut the cable cord