

# Good programming concepts and strategies essay example

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Eastman and Ferguson (2002), in their work “ Broadcast/Cable/Web Programming”, discussed the decisions that they make when choosing a show for prime time television as well as the advertisements which are to be played. One of the most important things that help them choose a show is the ideal demographic (Cantor and Cantor). In the work, it said that all prime-time programming should aim at young female audiences. This has something to do with shopping power and the advertisements that would play during that certain show. There is an assumption that the women are the ones who do the shopping in the house. It was seen that when programs were aimed at targeting both sexes, that there was a decline in program variety.

The ratings play a big role in the determining whether or not the show should be cancelled (Eastman and Ferguson). The ratings determine not only how popular the show is, or how much it could make, it helps advertisers see if the show will be a desirable investment. The demographic of the show will help the advertisers determine what products they should be slipping in between the show. Although programs with higher budgets do need more money, producers cannot slip in more advertisements in between segments. This means that higher-cost products are most likely the first to go if they do not reach the target rating.

Networks are also seen to use blocking (Eastman and Ferguson). This is a term used when a series of different programs, like dramas and sitcoms with the same target audience are placed consecutively. This allows the network to capture the audience that they have for an entire night. There is, however a risk in this kind of strategy. If a new comedy or drama is put in the mix that

does not get the desired reception, the “ staying power” is weaker and will mean less ratings for shows after it.

## **Works Cited**

Cantor, Muriel G., and Joel M. Cantor. Prime-time television: Content and control. Beverly

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Eastman, Susan Tyler, and Douglas A. Ferguson. Broadcast/cable/web programming: Strategies

and practices. Wadsworth/Thomson Learning, 2002.