Unit 10: Sweeps - And the Winner Is

Content Area: **Technology**
Course(s): **Television Production 1**
Time Period: **May**
Length: **7 blocks**
Status: **Published**

Enduring Understandings

The Neilsen Ratings System uses set meters and people meters to monitor what is being viewed in households.

Neilsen Ratings control what television shows can charge advertisers for commercials based on ratings and share.

It is important for television shows to have high rating during sweeps week.

Essential Questions

How would you improve the Neilsen Ratings System?

How do you feel about someone always being able to monitor what you are watching on television?

Why do Neilsen Ratings exist?

Content

Vocabulary: Sweeps Week, Ratings, Share, Set Meters, People Meters, Neilsen Rating System, Viewership.

Skills

Summarize the Neilsen Ratings System.

Classify and translate television ratings.

Identify and describe television shows efforts to gain viewership during sweeps week.

Design a commercial to promote final project.

Produce a final project utilizing techniques learned throughout the course.

Resources

Prezi on Nielson Ratings

Standards

9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR.4	Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
9.3.12.AR.6	Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR-AV.1	Describe the history, terminology, occupations and value of audio, video and film technology.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-AV.4	Design an audio, video and/or film production.