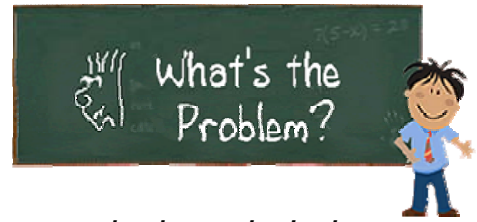


# Teacher Instructions:



**Problem Scenario:** *The Fall Lineup*

**The Main Problem:** *The beginning of Fall is when TV networks launch their new "Fall Lineups" in hopes that old and new TV shows will find success. If you are running a major television network, what types of TV shows would you want to include in your Fall Lineup to secure large and loyal audiences?*

Your students will be viewing this problem from an **integrated** perspective.



**What type of TV shows should your network carry?**

*Students will review the ratings and scheduling of current television shows, as well as important factors to success (like "time slot"), to prepare their network's best "Fall Lineup."*

## Step 1

**Review  
Stimulus  
Items**

**Stimulus Item #1 — TV Ratings Results**

**Stimulus Item #2— Monday Night TV Schedule**

**Stimulus Item #3— "Do Time Slots Still Matter" (article)**

*A low-readability option has been provided so students in lower grades can participate in this problem scenario*

**ALTERNATE Stimulus for Lower Grades —  
Disney Channel Daily Program Schedule**

*\*\*Students should take notes as they review the Stimulus Items*

## Step 2

**Classroom  
Discussion**

Lead a **class discussion** about issues related to the topic. You are being provided a sheet to help you guide the classroom discussion.

## Step 3

**Student  
Response**

*\*\*\*students should have access to their notes as they enter their answers*

*\*\*\*students may also have access to the Stimulus Items as they enter their answers*

**Extended Responses:** Have students answer the following questions. Remind students to use information from the Stimulus Items to support their response.

1. If a TV network is trying to gain a large and loyal audience, what types of shows should it include in its Fall Lineup? Support your answer.
2. What major factors play a role in determining whether a television show sustains a large audience over a long period?

**EXTENDED PRODUCT (Optional):** Divide students into small groups, and have each group prepare a "pitch" for a new TV show to a team of network executives (in this case, their fellow students) who are considering whether or not to include the show in their upcoming Fall Lineup. Students must decide on the genre, format, and general plot of the new show. The pitch should only be 3 to 4 minutes long, and should explain why this show will find a loyal audience and will be successful when competing against other TV shows. Have the class vote on which show they'd like to watch.

## Step 4

**Analysis**

Rubrics to grade student entries have been provided, and all questions have been mapped to the content standards.