



THE DREXEL UNIVERSITY TELEVISION MAJOR



Make a Future in the Television Industry

The television and media industries are undergoing incredible changes. These changes, sparked by decades of technological developments, are redefining what, how, when, and where we watch television programming. Because of the growing number of cable networks, internet delivery systems, independent production companies, on-demand services, and mobile delivery platforms, there is now an enormous need for content. If you're interested in producing, creating, and/or managing this new media content, the Drexel University Television Major is your first step towards a successful career.

Our innovative four-year B.S. degree program offers you extensive hands-on experiences in the development, writing, production, editing, programming, multi-platform distribution, management and promotion of television content. You'll also have ample opportunities to work on such productions as OFF CAMPUS, the student-produced half-hour comedy series featuring professional actors, the monthly magazine program DNEWS, a late-night talk show, as well as station production, programming and promotion for the University's television station, DUTV, which is carried 24/7 by both Comcast and Verizon FiOS in the Philadelphia metropolitan area—the nation's fourth-largest market.



Three Tracks in the Television Major

The Television Major offers two distinctly different production tracks and a third track focused on the business and management aspects of these industries. You'll begin taking core Television courses in your first year focusing on shooting, editing, sound production, writing, programming and television studio operations. As a sophomore, you'll deepen your focus when you select one of the following tracks:

TV Comedy & Drama Production Track

The creation of narrative content for television is an art and craft significantly different from feature film production. The ability to tell a story over many episodes allows for the development of more in-depth character arcs and complex storytelling. The creation of webisodes for the internet, with shorter content targeted to specific audiences, offers another outlet for production.

Through our specialized curriculum, taught by experienced and successful industry professionals, you'll develop the skills and have the opportunities to conceive, write, produce, direct, shoot, and edit cutting edge content for a vast array of audiences and ever-changing methods of connecting with that audience.

TV News & Nonfiction Production Track

News, documentary and other nonfiction programming informs and entertains, offering viewers content that can shape public opinion and change the world. Because information content is now available on a 24-hour cycle, producers have to be prepared to move in an instant to produce creative, dependable, informative content to reflect what is happening in our constantly changing world.

You'll learn the fundamentals of journalism, remote TV production, and TV news writing and production from a faculty of professionals who combine years of local, national, and international news experience with a love of teaching.

Whether it's creating content from the newsroom, reporting on location, or broadcasting on-air assignments, you'll learn everything you need to know about telling real stories about real people.

TV Industry & Enterprise Track

Television and the various media industries created by the invention of the internet and digital technology represent an industry sector that accounts for billions of dollars in revenue. While there are traditional business practices that are used to manage these enterprises, there are also special practices and methods of operation that require highly trained professionals to guide these enterprises to success.

In this concentration you will learn strategic management, entrepreneurship, marketing, and money management. You will learn to guide today's media enterprises into the future.

Faculty in the Television Major

You'll study with faculty who have been at the top of their fields, bringing decades of experience to the classroom. Among our distinguished faculty are:

Andrew Susskind, Program Director

Andrew Susskind is an independent television producer and director with an accomplished career, holding leadership and creative positions in nearly all aspects of primetime network television programming. His credits include King of Queens, The Hughleys, Married with Children, Parenthood, and Conagher. Susskind was President of Ron Howard's Imagine Television and Sr. VP of Norman Lear's Embassy Television.



Ian Abrams

Ian Abrams spent ten years as an entertainment industry publicist with clients including Paul Newman, Ringling Brothers and Barnum & Bailey Circus and The Muppets. In 1988 he began to transition into screenwriting, selling scripts to Universal, Fox, Warner Bros. and Dino de Laurentiis. He wrote the 1993 film "Undercover Blues" starring Dennis Quaid, Kathleen Turner and Stanley Tucci. Starting in 1995 he began working in television, for Tri-Star and Aaron Spelling; while under contract with Tri-Star he created the television series "Early Edition," which ran for four years on CBS.

Dave Culver

Dave Culver has been working continuously in broadcasting and film production since 1971 at television stations (WXXI, WROC, KYW, WBZ, KPIX), cable networks, production facilities and advertising agencies. He has produced, written and directed numerous newscasts, commercials, industrials and programs over the past 30 years. In addition to teaching at Drexel, he has his own production and consulting company and is the General Manager and Chief Engineer for Drexel's Paul F. Harron Studios and DUTV.

Karen Curry

Karen Curry has extensive experience in broadcast journalism as a producer and executive. She has created award winning programming from around the world for NBC's Today Show and was NBC London Bureau Chief, managing the largest news bureau outside the US. She has been Vice President and New York Bureau Chief for CNN where she ran the bureau's coverage of 9/11 and its aftermath.

Allen Sabinson

Allen Sabinson's career in show business spans three decades. He has held senior programming and management positions at Miramax Film, A&E, ABC, NBC, ICM, and Showtime. During his career he has been responsible for hundreds of hours of award winning television and feature film content. When he was Senior VP for Programming, A&E won more Emmy nominations than any basic cable network for two consecutive years. His productions have also won other Emmy, Golden Globes, Peabody and Humanitas Awards.



Six-Month Work Experience (Co-op) in Television

You'll want to use everything you've learned in the studios and classrooms in the real world. At Drexel University, you'll get that opportunity. Our acclaimed Cooperative Education Program (Co-op), places you for six months in the professional world, doing real work connected to your area of interest. And when you graduate, your hands-on curriculum, combined with the real-world experience from your Co-op, will give you a decided edge as you enter the highly competitive television industry.

The Next Step

To learn more about how the Television Major, contact the College recruitment office.

David Miller, Director of Recruitment

215-895-1675
davidmiller@drexel.edu

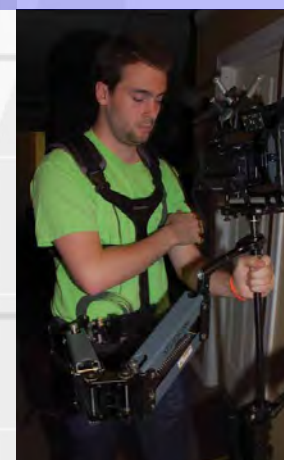
Tia James, Assistant Director of Recruitment

215-895-1834
tjm22@drexel.edu

To schedule your campus visit call 1-800-2-drexel.

215-895-1834
tjm22@drexel.edu

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COLLEGE OF MEDIA ARTS & DESIGN