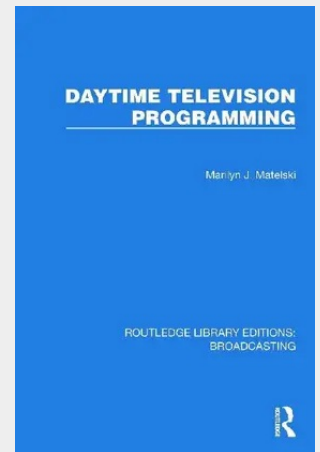


Matelski

Daytime Television Programming

Daytime Television Programming (1991) provides a practical understanding of daytime television formats, viewer demographics, and programming strategy. It compares daytime genres to their evening counterparts, discusses the effects of demographics on daytime programming, analyses investment yields, and highlights audience expectations. Discussions of specific daytime shows teach techniques necessary to overcome the enormous creative challenges in building a successful daytime lineup.

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