

## The Making of Student Television: Badger Block

### Abstract

A student made television program offers a professionally structured outlet for students of all majors and across all academic programs to participate in integrated collaboration in pursuit of professional showcase material and/or personal interest and passion. “Badger Block” was created not only as an extra curricular teaching tool, but also as a way to entertain students at Spring Hill College. By modeling it as a variety television format, the program’s potential appeal to students offered enough distinct programming to capture a substantial percentage of viewers from Spring Hill College’s student population. Through critical analysis of the previous season as well as an understanding of postmodernism that is pervasive in entertainment culture, we created new and updated content that could appeal more to our targeted audience. In addition, through this analysis we were able to pinpoint areas within the the series where we lacked the necessary skills to deliver a professional product. We were able to reach out to individuals who have passion for their craft across different areas of study (graphic design, writing, filming) to supplement the areas lacking in professionalism within the series. The results were not only a substantial amount of views of the series on social media, but the positive feedback on the weekly questionnaires distributed, after each episode had aired. In addition, the continuation of the series has been written into the SHC Film Production Club constitution, so that it may continue to grow and develop throughout generations of students.