**USC School of Cinematic Arts**

**Syllabus**

**Managing Television Stations and Internet Media**

**“***Managing Electronic Media, including TV Stations, Broadcast and Cable Networks, and the Internet.”*

**CTPR 461 /Section 18562R / SCA 209**

**Wednesday 6:30-9:30 PM**

**Fall 2014**

**Instructor:** Dick Block / 310 452 3355 / dblock@earthlink.net

**SA:** Rachel Victor/215 558 0910/ rvictor@usc.edu

**Office Hours:** Please contact SA for a Wednesday afternoon appointment.

**INTRODUCTION**

CTPR 461 is designed for undergraduate and graduate students of all schools who wish to understand the dynamics of managing electronic media during a period of unprecedented growth and disruption. The focus of the course is on how managers, writers, producers, and talent in cable, radio, TV, and digital mass media are meeting the challenges of the era.

Rather than a textbook, students report on significant industry news. Guest speakers, and a field trip to a TV station, provide real-world insights, and also present opportunities to develop potential contacts for internship and employment.

Another objective of the course is for students to gain an understanding of the industry from many perspectives, including finance, marketing, history, programming, regulation, research, and technology, details of which are incorporated in a lexicon included with the paper copy of the syllabus, that is updated at the start of every semester.

**WEEKLY STANDARD ASSIGNMENT (WSA)**

The WSA, addressed to the instructor and cc’d to the SA, is due prior to the next class. The subject should read, e.g., **USC/WSA 1**. No attachments please. The instructor will read and grade each submission. Due to the size of the class, and the instructor’s heavy workload on other projects, barring extraordinary circumstances, grace periods will not be granted.

**WSA Part 1**

A comprehensive report on the remarks of the previous week’s guest speaker(s). Students should write the reports as if they were a reviewer. Bullet point reports are not acceptable.

**WSA Part 2**

Two questions for the next guest speaker s) Bios of the speakers will be emailed to students in advance of class, and are also usually available on the Net. Care should be taken that questions are relevant, substantive and related to the speaker’s expertise. Additional research on speakers is encouraged.

**WSA Part 3**

Report on three current news items about different electronic media. (The film industry does not meet the criterion of being an electronic medium.) Each item should specify the medium, e.g., such as, but not limited, to social media, TV & radio stations, cable networks, and be captioned such as “Apple Interest in TV may be Cooling,” All items must be cited, such as TVNewsCheck, 8/27/14. In each report please include a rationale for selecting the item.

Items may be taken from the LIST OF SUGGESTED READING SOURCES, on page 3 of this syllabus, or from other publications with high journalistic standards and fact checking such as Bloomberg Businessweek, Los Angeles Times, The New York Times, Wall Street Journal, and USA Today. Selection should be predicated on an industry insiders’ interest in the item: widely covered subjects in the consumer press such as routine ratings, gossip, and personnel changes are not acceptable.

**MAKE UP FOR EXCUSED MISSED ATTENDANCE (Maximum during semester two.)**

The WSA # and due date should be the same as if the class had not been missed. The same deadlines apply.

**MISSED CLASS**

**WSA Part 1:** Report on five items from five *different* chapters of the Lexicon. Explain the subject, and the reason for choosing it.

**WSA Part 2 and WSA Part 3**: Exactly as if the class had not been missed.

**GRADING**

WSA – 110points

Midterm – 70 points

Final – 120 points

Total – 300 points

Exceptional work will be rewarded with increased points.

**LIST OF SUGGESTED INDUSTRY DIGITAL READING SOURCES:**

ALL THINGS DIGITAL Internet Digital

\*B&C Broadcast & Cable Business Slant

BUSINESS INSIDER Internet Media

BUZZFEED Social Content Daily

C21 (Daily) International TV Comprehensive

CABLE U US Cable Networks Weekly Roundup

CYNOPSIS MEDIA TV & Advertising Daily report

CYNOPSIS: KIDS! TV / US & Intl Daily Report

DEADLINE Entertainment Biz Daily

HUFFINGTON POST Internet Daily (Politics &

General)

MEDIABISTRO Internet connects journalists Updated

& new media pros

MEDIABIZBLOGGERS Opinions Daily

MEDIA DAILY NEWS All media Comprehensive

MEDIA POST’S Television News Daily

MEDIA POST’S Video Daily

MEDIA REDEFINED Internet Comprehensive

MULTICHANNEL NEWS Cable / Satellite Augments weekly

NETNEWSCHECK Local Digital Media Daily

PAID CONTENT Internet Comprehensive

RBR TVBR Radio & TV business Daily

RADIO SALES TODAY RAB Radio

RADIO INFO DAILY Radio Comprehensive

RAPID TV NEWS International TV Newsletter-plus

TECH CRUNCH Internet Blogs

THE HOLLYWOOD REPORTER Internet Bulletins

TV FORMATS WEEKLY US & Intl TV Newsletter

TVNEWSCHECK TV Stations + Daily

TVNEWSER News about TV news Updated

TV SPY Inside local TV news Daily

TV WEEK TV Biz Wire Daily / Comp

\*VARIETY Daily Digital, Weekly print Daily Newsletter

Internet Bulletins

WALL STREET JOURNAL (DIGITAL)

WRAP The Entertainment Biz Daily

\*WORLD SCREEN TV / Intl & Kids Daily

**\***Denotes primarily known for paper edition

A has developed the careers of many of this country's most preeminent network, syndicated, and local anchors, hosts, and correspondents

**SCHEDULE *-*** Subject to change without notice.

**Week 1: August 27 - Guest Speaker:** Kevin Frazier, Co-Host, “The Insider,” nationally syndicated TV show, and Paula Caicido, Assistant.

Assignment: WSA # 1

**Week 2: September 3 - Guest Speaker**: Spencer McCoy, Vice-President & General Sales Manager, KABC-TV, Channel 7, Los Angeles

Assignment: WSA # 2

**Week 3: September 10 – Guest Speaker**: Perry Simon, General Manager, BBC America Channel. (Joined by Solomon B. Terrier Via Skype from NYC)

Assignment: WSA # 3

**Week 4: September 17** – **Guest Speakers**: Steve Weinstein, General Manager and Todd Karli (USC Alum), News Director and Anchor, KERO-TV 23 (ABC/Scripps) Bakersfield, DMA 126

Assignment: WSA # 4

**Week 5: September 24 – Field Trip**: All students must have submitted a SCA transportation waiver to attend. The SA will arrange for car pools. Pickup will be in front of the SCA building at 630PM.

KNBC-TV 4 / Telemundo KVIA 52. Host: Anna Ruiz, Local Sales Manager, 100 Universal City Plaza, Bldg 2120, Universal City CA 91608. **Telephone Numbers: Main:** 818 684 3425**. Anna Ruiz:** O-818 684 3855 M-818 429 6477.

Assignment: WSA # 5

**Week 6: October 1 –**

**630 PM:** Midterm Prep

**8: 00 PM Guest Speaker:** Christie McConnell, VP Development, Shine America, and USC graduate Erin Mechanic, who works in program format development.

*No WSA is required this week; however, remarks of the speakers will be included in the final.*

**Week 7: October 8 –**

**6:30 PM: M**idterm

**7:30 PM Guest Speaker:** Lee White, Packaging Agent, WME (William Morris Endeavour.)

Assignment: WSA # 6

**Week 8: October 15 - Guest Speaker**: Peter Gaffney, Senior VP, Program Strategy, Scheduling, and Acquisitions, The History Channel**.**

Assignment: WSA # 7

**Week 9: October 22 - Guest Speakers:** LA Radio Night – LaFern Cusack, ESPN & Disney Radio. Producer & Speaker

Names functions and bios of other guest speakers will be included in the weekly bios email by October 20, or sooner if possible.

Assignment: **No WSA this week, but remarks of guests will be included in the final.**

**Week 10: October 29 –Guest Speaker:** Jennifer Celotta, Script Writer & Producer.

Assignment: WSA # 8

**Week 11: November 5 -Guest Speakers: TVNewsCheck:** Harry A. Jessell, Editor & Co-Publisher and Kathy Haley, Publisher.

Assignment: WSA # 9

**Week 12: November 12 – Guest Speaker**: Ed Miskevich, Station Manager, KOCE-TV 50. “PBS/SoCal”

Assignment: WSA # 10

**Week 13: November 19 - Guest Speakers: From NBC Universal:** Brandon Riegg, Senior VP, Alternative Programming & Development and Joe Chavez, VP.

Unique WSA 11: Report on the remarks of each of the nine panelists and demo interview at Career Day, San Francisco, April 12, 2014. Video is at natpe.com / Education, or SA will lend you a copy.

**Week 14: November 26 –**Thanksgiving Break

**Week 15: December 3**

**630 PM:** Final Prep

**8:30:** Holiday Celebration, 2-9 Café, 2872 Hoover, 213 746 2829

**Week 16: December 10**

**700-900 PM**; Final

**STUDENTS WITH DISABILITIES:** Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure that the letter is delivered to the Professor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 am-5:00 pm, Monday through Friday. The phone number for DSP is (213) 740-0776

DB 08/11/14