COMM 579

Entrepreneurship in the New Media

Develop your own new media startup while studying the theory and practice of entrepreneurship and innovation. Class is held salon-style with weekly dinners and frequent visits from entrepreneurs, inventors, and investors. There will be one or two trips to Silicon Beach or other startups and incubators around Los Angeles. Students from all academic backgrounds are welcome to apply. For more information about the class or to apply, contact Ev Boyle at eboyle@usc.edu.

Fall 2014
Tuesdays, 6:30-9:20PM

USC Annenberg
School for Communication and Journalism

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COMM 579: Entrepreneurship in the New Media

Fall 2014, 4 units

Day/Time: Tuesdays, 6:30-9:20 p.m.
Classroom: Kerckhoff Hall Living Room (734 West Adams Blvd., Los Angeles, CA 90007)

Instructors:
Geoffrey Cowan, University Professor and Dean Emeritus
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Course Description

COMM 579 explores how the digital revolution and changes in technology, law, and the marketplace are creating new entrepreneurial opportunities for businesses, governments, journalists, and social ventures. Students will develop their own projects while they gain exposure to the theory and practice of entrepreneurship and innovation in the digital era - and the importance of understanding and responding to changes in technology, the marketplace, law, and regulation.

The class will cover current theories and debates about the best ways to respond to change; many sessions will feature discussions and debates about issues and real world problems connected to the week's central topic. In addition to in-depth discussions and interactions with guest speakers, students will work individually and in groups on real, current problems. Since the ability to communicate effectively is a critical skill for entrepreneurs and leaders of all stripes, students will make a number of presentations during the semester both individually and as part of a group. These presentations should be fun and instructive for both presenters and the audience. From time to time, we will discuss examples and strategies for effective presentations.

Class will be held in a salon-style setting and feature frequent guests and dinner conversations. Computers are allowed for note taking and in-class research, but to encourage an open discussion that protects the privacy of students and guests, recording of the class is not permitted. We will usually meet on Tuesday evenings in the living room of Kerckhoff Hall, which is just a short walk from USC campus. There will be a class trip or two during the semester - for example, to a successful local startup or a startup incubator in Los Angeles.

Course Objectives

At the end of the semester, students in the course will be familiar with:

1. How the digital revolution and changes in technology, law, and the marketplace are creating new entrepreneurial challenges and opportunities for businesses, governments, journalists, and social ventures.
2. Current theoretical and practical approaches to innovation, entrepreneurship, and technological change.
3. The opportunities for entrepreneurship in Los Angeles and other innovation hubs around the country and the world.
4. The range of digital media ideas and solutions being developed by entrepreneurs in different areas – from nonprofits to corporations, from citizen journalism to social media.
5. How and why the economic model of media such as music and journalism have been transformed in an era of disruption, innovation, and experimentation.
6. The importance of building relationships and networks as a central part of the process to the success of new ventures.

Class Assignments & Grading

Blogging (15%) – Students will write at least five (5) one-page reaction blog posts and eight (8) responses/comments to classmates' posts over the course of the semester. Some weeks will have a specific blogging assignment while other weeks will be open-ended. Posts should be between 350-500 words, and responses should be between 200-300 words. The blog posts should use class discussions and readings to make an original argument or set of arguments. The class blog is only visible to students and instructors, and can be found at http://comm579-2014.blogspot.com/.

Participation, & attendance (15%) – Students should come to class having completed that week's assignments and they will be expected to participate actively in class discussions. We expect students to attend class and attendance will be taken. All students should meet with an instructor at least once ***within the first six weeks of class***.

Individual presentations (10%) – Each student will sign up to present a short (5-7 minute) presentation once during the semester on the topic of the day, and presenters will lead a short discussion about the topic with the rest of the class.

Team presentations ("Shark Tank") (15%) – Groups of students will compete in a "Shark Tank"-style competition to create and present an idea for a new venture or innovation.

Final presentation (15%) – As part of the process of developing their final project, each student will make a presentation of their work in progress and will receive feedback from students and instructors. *Presentations will be timed* and graded on content and delivery.

Final project (30%) – Students will have a choice of topics and approaches for their final project including: 1) a feasibility study for a new venture; 2) a proposal for dramatic changes and innovations within an existing enterprise; or 3) another topic of your choosing – provided you make a strong case for how it relates to the class. All projects must include a discussion of

how changes in law, technology, audiences and markets present challenges and opportunities for your new venture or innovation.

Class Policies & Resources

Statement on Academic Integrity
All students are subject to the University's Academic Integrity Code as detailed at www.usc.edu/scampus. More information can be found at http://www.usc.edu/student-affairs/SJACS/. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles.

Statement for 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 when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. to 5 p.m. The office is located in Student Union room 301 and their phone number is 213-740-0776.

Sexual Assault Policy and Resources
The University of Southern California is committed to fostering a safe campus environment for all members of the university community, free from sexual coercion, violence and sexual intimidation. The university's sexual misconduct and sexual assault policies have been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated (the policy is available in SCampus, section E: http://scampus.usc.edu/e-integrity-of-the-academic-community/). To learn more about your reporting options and your rights, or to speak with a counselor confidentially, contact the USC Sexual Assault Resource Center/Center for Women and Men at 213-740-4900, or contact Student Counseling Services at 213-740-7711. For more information and resources, including off-campus resources like the Rape Treatment Center, visit the USC Sexual Assault Resource Center website at https://sarc.usc.edu/resources/.

Schedule of Classes

** Note: The schedule, topics, readings, and guest speakers below are *tentative and subject to change*. Updates to the syllabus will be announced in class and distributed via email and the COMM 579 shared drive.

Week 1 (Tuesday, August 26th) – **Introduction: The fundamentals of new media and entrepreneurship**

Week 2 (Tuesday, September 2nd) – **Starting a new venture** // Guest: **Howard Stevenson** (Professor Emeritus of Business and Entrepreneurship, Harvard University) // ** Introduce "Shark Tank" project **

"Spotlight: Entrepreneurship" (2013). *Harvard Business Review*, pp. 64-106. [Available on COMM 579 shared drive]

Graham, P. (2012). How to get startup ideas. *Paulgraham.com*. http://www.paulgraham.com/startupideas.html

O'Nolan, J. (3 Sept 2014). The secret sauce. *John O'Nolan*. http://john.onolan.org/secret-sauce/

Week 3 (Tuesday, September 9th) – **Social entrepreneurship** // Guest: **Adlai Wertman** (Founder & Director, Brittingham Social Enterprise Lab)

"The rise of the social entrepreneur" (23 Feb 2006). *The Economist.* http://www.economist.com/node/5517666

Kestenbaum, D. & Goldstein, J. (16 Aug 2013). Money for nothing and your cows for free. *This American Life*. http://www.thisamericanlife.org/radio-archives/episode/503/i-was-just-trying-to-help?act=1

McGlade, M. (11 Feb 2013). Lessons from a failed social entrepreneur. *HBR Blog Network*. http://blogs.hbr.org/2013/02/lessons-from-a-failed-social-e/

Daley, J. (19 April 2014). How social franchising is bringing jobs to the developing world. *Entrepreneur*. http://www.entrepreneur.com/article/232260

Surowiecki, J. (4 August 2014). Companies with benefits. *The New Yorker*. http://www.newyorker.com/magazine/2014/08/04/companies-benefits

Week 4 (Tuesday, September 16th) – **The importance of law and regulation** // Guests: **Zac Katz** (former FCC Chief of Staff)

Genachowski, J. and Katz, Z. (2013). The new innovation battlegrounds are city hall and the state house. *Forbes*. http://www.forbes.com/sites/ciocentral/2013/08/06/the-new-innovation-battlegrounds-are-city-hall-and-the-state-house/

O'Connell, J. (28 May 2014). Fundrise lands $31 million in financing, led by Chinese social media firm. *The Washington Post*. http://www.washingtonpost.com/news/digger/wp/2014/05/28/fundrise-lands-31-million-in-financing-led-by-chinese-social-media-firm/

Miller, B. (16 July 2014). Our experience with Regulation A. *Crowdfundattny*. http://crowdfundattny.com/2014/07/16/ourexperiencewithrega/

Lessig, L. (2006). *Code and Other Laws of Cyberspace*, *Version 2.0* (pp. ix-8). http://codev2.cc/download+remix/Lessig-Codev2.pdf

Week 5 (Tuesday, September 23rd) – **Identifying new markets and audiences** // Field Trip: Tinder HQ with **Sean Rad** (Co-founder & CEO, Tinder)

Jenkins, H., Ford, S., and Green, J. (2013). "Introduction" in *Spreadable Media*. [Available on COMM 579 shared drive]

Witt, E. (2014). Love me Tinder. *GQ*. http://www.gq.com/life/relationships/201402/tinder-online-dating-sex-app?printable=true

Buhr, S. (10 Sept 2014). Tinder's Sean Rad Says He Has Not Swiped Right To Benchmark Or Other Investors. *TechCrunch*. http://techcrunch.com/2014/09/10/tinders-sean-rad-says-he-has-not-swiped-right-to-benchmark-or-other-investors/ (watch the full 20-minute interview embedded in the post)

Week 6 (Tuesday, September 30th) – **Digital politics, government, and civic tech** // Guest: **Tara Roth** (President, Goldhirsh Foundation / My LA2050 Grants Challenge)

"Knight Foundation: Trends in Civic Tech" (4 December 2013). http://www.knightfoundation.org/press-room/press-release/report-more-430-million-invested-tech-organization/

Issenberg, S. (19 December 2012). How President Obama's campaign used big data to rally individual voters. *MIT Technology Review*. http://www.technologyreview.com/featuredstory/509026/how-obamas-team-used-big-data-to-rally-voters/

Pahlka, J. (2012). Coding a better government. *TED*. http://www.ted.com/talks/jennifer_pahlka_coding_a_better_government.html

Alfred, R. & Alfred, M. (2013). "From entrepreneurs to civic entrepreneurs" in *Beyond Transprency* (pp. 65-79). http://beyondtransparency.org/pdf/BeyondTransparency.pdf

[Optional] Newsome, G. (2013). *Citizenville* (pp. xi-43). [Available on COMM 579 shared drive]

Week 7 (Tuesday, October 7th) – **Brand strategy and communication for new ventures** // Guest: **Jeremy Tucker** (Associate Director of Brand Development, Innovation Protocol)

Sachs (2012). *Winning the Story Wars* (Prologue, Ch. 1 "The story wars are all around us", & Ch. 2 "The five deadly sins"). [Available on COMM 579 shared drive]

Rushkoff, D. (1999). *Coercion* (Introduction). [Available on COMM 579 shared drive]

[Optional] Strauss, S. (2011). $100,000 of brand strategy advice. *YouTube*. http://www.youtube.com/watch?v=hvaOu5kCFgU

Week 8 (Tuesday, October 14th) – **New models for entertainment** // Guests: **Alden Stoner** (Senior VP of Social Action Campaigns and Programming, Participant Media)

Malik, O. (22 May 2012). Kickstarted: My conversation with Kickstarter co-founder Perry Chen. *GigaOm*. http://gigaom.com/2012/05/22/kickstarter-founder-perry-chen-intervie/

Wu, T. (4 December 2013). Netflix's war on mass culture. *The New Republic*. http://www.newrepublic.com/article/115687/netflixs-war-mass-culture

Jenkins, H. (1 August 2011). Transmedia 202: Further reflections. *Confessions of an Aca-Fan*. http://henryjenkins.org/2011/08/defining_transmedia_further_re.html

Segal, D. (10 October 2014). Behind League of Legends, e-sports's main attraction. *The New York Times*. www.nytimes.com/2014/10/12/technology/riot-games-league-of-legends-main-attraction-esports.html

Week 9 (Tuesday, October 21st) – **The changing face of journalism** // Guest: **Gabriel Cowan** (Co-founder, New Artists Alliance) **// ** "Shark Tank" presentations ****

Benton, J. (15 May 2014). The leaked New York Times innovation report is one of the key documents of this media age. *Nieman Journalism Lab.* http://www.niemanlab.org/2014/05/the-leaked-new-york-times-innovation-report-is-one-of-the-key-documents-of-this-media-age/ [Read the article and skim the full PDF report, which is available on COMM 579 shared drive]

Cowan, G. (2007). Leading the way to better news: How the powers that be became the powers that were. *Harvard Kennedy School Joan Shorenstein Center.* http://www.hks.harvard.edu/presspol/publications/papers/discussion_papers/d44_cowan.pdf

Rosen, J. (2010, September 6). The journalists formerly known as the media: My advice to the next generation. *PressThink*. http://pressthink.org/2010/09/the-journalists-formerly-known-as-the-media-my-advice-to-the-next-generation/

Week 10 (Tuesday, October 28th) – **Leadership for millennials** // ** **"Shark Tank" presentations continued** **

Bennis, W. (2009). *On becoming a leader* (Chs. 1 & 2, "Mastering the context" and "Understanding the Basics"). [Available on COMM 579 shared drive. *Introduction included, but optional.*]

Pariser, E. (14 May 2005). Simon's Rock Commencement Address. *Bard College at Simon's Rock*. http://simons-rock.edu/newsroom/media-coverage-and-publications/eli-pariser-s-commencement-address [Video also available on COMM 579 shared drive]

Sandberg, S. (2013). *Lean in: Women, work, and the will to lead* (Introduction & Ch. 1, "The Leadership Ambition Gap"). [Available on COMM 579 shared drive]

[Optional] Slaughter, A. (13 June 2012). Why women still can't have it all. *The Atlantic*. http://www.theatlantic.com/magazine/archive/2012/07/why-women-still-cant-have-it-all/309020/?single_page=true

Week 11 (Tuesday, November 4th) **– Silicon Valley and its discontents** // Guest: **Susan Feldman** (Co-founder, One Kings Lane)

"Silicon Valley" (2014). *HBO*. (Episodes 1-2.) [Available on COMM 579 shared drive]

Marwick, A. (25 November 2013). Silicon Valley isn't a meritocracy. And it's dangerous to hero-worship entrepreneurs. *Wired*. http://www.wired.com/2013/11/silicon-valley-isnt-a-meritocracy-and-the-cult-of-the-entrepreneur-holds-people-back/

Miller, C.C. (30 April 2014). Yes, Silicon Valley, sometimes you need more bureaucracy. *The New York Times*. http://www.nytimes.com/2014/05/01/upshot/yes-silicon-valley-there-is-such-a-thing-as-not-enough-bureaucracy.html

Lepore, J. (23 June 2014). The disruption machine: What the gospel of innovation gets wrong. *The New Yorker*. http://www.newyorker.com/magazine/2014/06/23/the-disruption-machine?currentPage=all

Week 12 (Tuesday, November 11th) **– Creativity, imagination, and the role of science fiction**

Johnson, B.D. (2011). *Science Fiction Prototyping: Designing the Future with Science Fiction* (pp. iv-ix, 23-31). [Available on COMM 579 shared drive]

Johnson, S. (2010). "Where good ideas come from." *TED*. http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from (optionally, a shorter animated version of the talk is available here: http://www.youtube.com/watch?v=NugRZGDbPFU)

Toffler, A. (1970). *Future Shock*. ("Introduction.") http://bookre.org/reader?file=83109

"Sight." *Vimeo*. http://vimeo.com/46304267

[Optional] "The Playboy Interview: Marshall McLuhan." (1969). *Playboy Magazine*. http://www.nextnature.net/2009/12/the-playboy-interview-marshall-mcluhan/

Week 13 (Tuesday, November 18th) **– ** <u>**Final Presentations**</u> ****

Week 14 (Tuesday, November 25th) **– ** <u>**Final Presentations**</u> ****

Week 15 (Tuesday, December 2nd) – **Regions of innovation and entrepreneurship** // <u>Field Trip</u>: Hub LA with **Elizabeth Stewart** (Co-founder & CEO, Hub LA)

Carney, M. (2013). Built in LA report shows that the LA startup ecosystem has come a long, long way. *Pandodaily.* http://pandodaily.com/2013/04/26/built-in-la- report-shows-that-the-la-startup-ecosystem-has-come-a-long-long-way/

"How to Build a Startup Community" (2013). *Kauffman Foundation* [video]. http://www.kauffman.org/newsroom/entrepreneur-guru-brad-feld-illustrates- how-to-build-a-startup-community-in-new-kauffman-sketchbook-video.aspx

Wadhwa, V. (2013). "Silicon Valley Can't Be Copied." *MIT Technology Review.* http://www.technologyreview.com/news/516506/silicon-valley-cant-be-copied/

<u>Final Project Due</u> (Tuesday, December 9th)

Course Instructors

Geoffrey Cowan is a USC University Professor, the inaugural holder of the Annenberg Family Chair in Communication Leadership, and director of the USC Annenberg Center on Communication Leadership & Policy. A former director of the Voice of America and dean of the USC Annenberg School, Cowan is also president of the Annenberg Foundation Trust at Sunnylands, a nonprofit organization that convenes high-level conferences for world leaders to address global challenges that hosted President Obama's famed summit with Chinese President Xi Jinping in June, 2013. He is on the boards of the Pacific Council on International Policy, Common Sense Media, and the Susan Thompson Buffett Foundation, and is a member of the American Academy of Arts and Sciences and the American Academy of Political and Social Science.

Ev Boyle is a Global Research Fellow at the USC Annenberg Center on Communication Leadership & Policy and the director of special projects for Professor Geoffrey Cowan and the Annenberg Family Chair in Communication Leadership. Previously, he was a co-founder of two award-winning web start-ups in New York City, a producer of short documentaries for Current TV, and an investment analyst at the Democracy Alliance in Washington, DC. He holds a joint M.Sc./M.A. in Global Media and Communications from the London School of Economics and the University of Southern California, and a B.A. in Communication from the University of Pennsylvania.