

**CTPR 461: Managing Television Stations
and Internet Media Units: 2**

Spring 2016, Wednesday, 6:30 – 9:30 pm

Location: SCA 209.

Instructor: Dick Block

Office: SCA 209

**Office Hours: By appointment, Wednesday, 4:30 – 6:00pm,
or other times by request.**

Contact Info: dblock@earthlink.net, 310 452 3355

Student Assistants:

Beatrix Szakal

Contact Info: szakal@usc.edu, 949 278 4874

Rachel Victor

Contact Info: rvictor@usc.edu, 215 558 0910

Course Description

CTPR 461 is an overview from a management point-of-view of legacy electronic mass media TV, radio, cable, plus digital mass media.

The four pillars on which the course is structured are:

- (1) Guest speakers in a variety of roles from the entertainment industry
- (2) Field trips to KTTV/KCOP studios and the YouTube digital production center.
Car pools will be available for both trips
- (3) Industry news from sources with high editorial standards
- (4) An updated eleven-part Lexicon that provides keys to the historical and current environment in which the electronic mass media operate

Learning Objectives

- (1) Familiarity with management issues of broadcasting stations and networks, cable networks, and digital media
- (2) Understanding the creative, financial, legal, and research fundamentals of news and entertainment programming, and their marketing
- (3) Confidence in what to expect, and be prepared for, if a career in electronic mass media is chosen; most of the precepts are also applicable to entrance level situations regardless of the industry

Recommended Preparation

1. Watch a TV station or listen to a radio station and their competition stations as if preparing for job interviews, complementing the process by reading TVNewsday.com, the leading aggregator of news relevant to the industry.
2. For other aspects of the course, suggested reading include: Variety, Deadline Hollywood, and the Business and Entertainment Sections of The New York Times and the Los Angeles Times

Description and Assessment of Assignments

Weekly Standard Assignment (WSA) due prior to the next class, and please submit them by e-mail with no attachments. The Subject should read: USC/WSA 1,2,3, etc.

WSAs have two parts*, worth five points each, for a total of ten:

Part 1: A report on the Guest Speaker (s)

Part 2: A write up of the significance of one item from TVNewsDay published up to six days after the last class. TVNewsDay primarily reprints stories from major publications.

Please limit each part to a quarter page of text, 12 pt font, for a total of half a page of text

Grading Breakdown

| Assignment | Points | Percent of Grade |
|-------------------|--------|------------------|
| WSA 1 | 10 | 3.33% |
| WSA 2 | 10 | 3.33% |
| WSA 3 | 10 | 3.33% |
| WSA 4 | 10 | 3.33% |
| WSA 5 | 10 | 3.33% |
| WSA 6 | 10 | 3.33% |
| WSA 7 | 10 | 3.33% |
| WSA 8 | 10 | 3.33% |
| WSA 9 | 10 | 3.33% |
| WSA 10 | 10 | 3.33% |
| WSAs @ 3.33% x 10 | 100 | 33% |
| Midterm | 90 | 30% |
| Final | 110 | 37% |
| Total | 300 | 100% |

Grading

A: 91-100

B: 82 -90

C: 71-81

D: 62-70

Assignment Submission Policy

Excused absences: WSAs are due no later than prior to the next class. Part 1: Entries from five different chapters of the Lexicon, describing each and indicating the reason for choosing it. Part 2: As if the class were not missed.

Course Schedule: A Weekly Breakdown (Subject to Change)

| | SPEAKER(S)/FIELD TRIPS | ASSIGNMENT | DUE DATE |
|---------------------|--|-------------------|-----------------|
| Week 1: January 13 | Steve Kazanjian , President & CEO, Promax/BDA | WSA 1 | Jan 20 |
| Week 2: January 20 | Perry Simon , BBC America, veteran network & studio executive | WSA 2 | Jan 27 |
| Week 3: January 27 | Jennifer Celotta , Writer/Producer | WSA 3 | Feb 3 |
| Week 4: February 3 | TBA | WSA 4 | Feb 10 |
| Week 5: February 10 | Joe Lewis , Head of Comedy & Half-hour Shows, Amazon Studios | WSA 5 | Feb 17 |
| Week 6: February 17 | Andy Kaplan , President Worldwide Networks, Sony Entertainment Television | No WSA | |
| Week 7: February 24 | 1. Midterm Prep 2. Joey Chavez , SVP Original Programing, TNT | No WSA | |

| | | | |
|-------------------|--|---|----------|
| Week 8: March 2 | 1. Midterm 2. Radio Night, Talent & Executives from local stations | WSA 6 | Mar 9 |
| Week 9: March 9 | Field Trip KTTV – 1999 South Bundy Drive 310 584 2000 Bob Cook , VPGM, Fox 11 & KCOP (MNTV) Bill Mondoro , VP, News Director | WSA 7 Unique Assignment: NATPE Career Day, Cleveland, 10/24/15, DVD on YouTube | March 23 |
| Week 10: March 16 | Spring Break | | |
| Week 11: March 23 | Kathleen McCaffrey , VP, HBO Programming | WSA 8 | Mar 30 |
| Week 12: March 30 | Nir Caspi , Packaging Agent, WME | WSA 9 | Apr 6 |
| Week 13: April 6 | Pete Noll , VPGM, KERO-TV, ABC, Bakersfield Leeza Starks , News Director Crosby Shaterian , Digital Manager | WSA 10 | Apr 13 |
| Week 14: April 13 | Ed Miskevich , Station Manager, KOCE/TV/PBS/SoCal | No WSA | |
| Week 15: April 20 | Field Trip YouTube Place LA , 12422 West Bluff Drive, LA 90064, 424 835 8012 Host: Bridget Humphrey, Events Manager | No WSA | |
| Week 16: April 27 | 1. Final Prep 2. TGISummer Party “The Study Hall”, 2827 Hoover St., 213 493 4363 | | |

| | | | |
|----------------|---------------------------|--|--|
| Week 17: May 4 | Final 7pm, SCA 209 | | |
|----------------|---------------------------|--|--|

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards*<https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

db 1/11/2016