

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

Spring 2017, 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.**

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Student Assistant (S/A) :

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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) A field trip to Fox 11 KTTV studios in West LA. A car pool will be available
- (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 marketing, financial, legal, and research fundamentals of news and entertainment programming
- (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 situations regardless of the industry

Recommended Preparation

1. Watch a TV station, or a cable channel, or listen to a radio station, or fully-explore a social network, and the significant qualities and competition of each, as if preparing for a job interview.
2. Suggested readings include: Variety, the Hollywood Reporter, Deadline Hollywood, The New York Times, the Los Angeles Times, The Wall Street Journal, Bloomberg BusinessWeek, and the on-line TVNewsCheck.com

Description and Assessment of Assignments

Weekly Standard Assignment (WSA) due prior to the next class. Please submit by e-mail to the instructor and S/A not as an attachment. 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 TVNewsCheck.

Grading Breakdown (Subject to change)

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%

Note: WSA's A, B and C are each worth 10 points but not required.

Grading

A: 91-100

B: 82 -90

C: 71-81


D: 62-70

Assignment Submission Policy

Excused absences: Please email the instructor and S/A if known in advance, or if not, a brief notice as soon as possible. No medical or other documents are required. Make-up 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 attended

Course Schedule: A Weekly Breakdown (Subject to Change)

	SPEAKER(S)/FIELD TRIP	ASSIGNMENT	DUE DATE
Week 1: January 11	Shanna Prevé , Director, Google Hardware Shanna is Co-founder, Chromecast, Google & YouTube	WSA 1	Jan 18
Week 2: January 18	Branden Currier , Packaging Agent, WME	WSA 2	Jan 25
Week 3: January 25	Jen Celotta , Film & TV Writer-Producer	WSA 3	Feb 1
Week 4: February 1	Paul Beddoe-Stephens , General Manager for Content Strategy, Facebook	WSA 4	Feb 8
Week 5: February 8	Patrick Burns , Product Manager, Snapchat	WSA 5	Feb 15
Week 6: February 15	Kathleen McCaffrey , VP Programming, HBO	WSA 6	Feb 22
Week 7: February 22	Midterm Prep	No WSA	

Week 8: March 1	1. Midterm 2. Joey Chavez , Senior VP, Original Programming, TNT	WSA 7	March 8
Week 9: March 8	Field Trip: Fox 11 KTTV, MTN 13 KCOP, 1999 S Bundy, West LA. Hosts: Bob Cook, President & General Manager and Kris Knutson, News Director	WSA 8	Mar22
Week 10: March 15	 Spring Break		
Week 11: March 22	Kevin Frazier , Co-Host, Entertainment Tonight	WSA 9	Mar 29
Week 12: March 29	Andy Kaplan , President, Worldwide Networks, Sony Entertainment TV	WSA 10	Apr 5
Week 13: April 5	Mark Summers , TV Host & Producer	WSA A	April 12
Week 14: April 12	Radio Night Talent and Executives from LA's Top Stations produced by LaFern Cusaack	WSA B	April 19
Week 15: April 19	Steve Kazantian , President & CEO, Pro-max / BDA	WSA C	April 26
Week 16: April 26 30	1. Final Prep 2. End of Semester Party "The Study Hall", 2827 Hoover St., 213 493 4363		
Week 17: May 3	Final 7-9pm / SCA 209		

Cover Photograph taken by Rick Brown at the CBS Broadcast Center, Studio City, September 17, 2016, with Anchors Peter Daut (USC Class of 2006) and Elsa Ramon (UCI)

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/academicssupport/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.

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