



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

**Fall 2019, Wednesday, 6:30 – 9:30 pm**

**Location: SCA 209**

**Instructor:** Dick Block

**Office:** SCA 209

**Office Hours:** By appointment, Wednesday, 4:30 - 6:00  
PM. Other times by request.

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310 452 3355

**Teaching Assistant:** Angela Rabano

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## **Course Description**

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

The four pillars on which the course is structured are:

- (1) Entertainment Industry guest speakers
- (2) A field trip to the studios of the CBS TV stations
- (3) Industry news from sources with high editorial standards
- (4) A continuously updated Lexicon in place of a textbook

## **Learning Objectives**

- (1) Familiarity with management issues of broadcasting stations and networks, cable networks, digital media, and content production
- (2) Understanding the creative marketing, financial, regulatory, legal, and research fundamentals of news and entertainment programming
- (3) Confidence in what to expect if a career in electronic mass media is chosen; however, many of the principles are applicable to many workplace situations

## **Recommended Preparation**

1. Write approximately 250 words on how you perceive TV has changed during your lifetime, and how you anticipate it will change in the next five years. Due no later than September 11 for 10 points extra credit.

2. Critically watch a local 10 PM or 11 PM TV Newscast for a half-hour and present your report to the instructor for discussion.
3. Suggested readings include: Bloomberg BusinessWeek, Deadline Hollywood, The Hollywood Reporter, the Los Angeles Times, The New York Times, The New Yorker, The Wall Street Journal, TVNewsCheck.com, and Variety

## Description and Assessment of Assignments

Weekly Standard Assignments (WSA) are due prior to the next class. The subject line should read WSA 1, etc. Word count is discretionary

WSAs have two parts worth five points each, for a total of ten, and should be separated.

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

Part 2: A report on one item from a current TVNewsCheck, which primarily is an aggregator of items from other publications, citing its source with a link and significance to the industry. Stories from other publications, such as those listed above are also acceptable if the subjects pertain to electronic mass media. Items about the motion picture industry are not germane to this course

## Grading Breakdown (Subject to change)

Assignment	Points	Percent of Grade	Grading Scale
WSA 1	10	3.33%	Course final grades will be determined using the following scale: A 95-100 A- 90-94 B+ 87-89 B 83-86 B- 80-82 C+ 77-79 C 73-76 C- 70-72 D+ 67-69 D 63-66 D- 60-62 F 59 and below
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%	
WSA 11	10	3.33%	
WSA 12	10	3.33%	
WSAs @ 3.38% x 12	120	40.00%	
Midterm	80	26.67%	
Final	100	33.33%	
<b>Total</b>	<b>300</b>	<b>100%</b>	

## Production Division Attendance Policy

Students are expected to be on time and prepared for each class. Two absences will result in a student's grade being lowered by one full letter (IE: A becomes B). A third absence will result in a student's grade being lowered by one, additional full letter (IE: B becomes C). A student's grade will be lowered by one full letter for each additional absence. Two late class arrivals equate to one full absence.

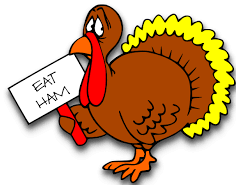
If a student misses class due to an emergency, the student must contact the professor prior to class or contact the Production Office at 213-740-3317.

Excused absences: Please email the instructor and TA 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 prior to the next class.
  - Part 1: One item from five different chapters of the Lexicon, for a total of five, describing each and indicating the reason for choosing each one
  - Part 2: A news item, as if the class were attended

**Course Schedule: A Weekly Breakdown** (Updated 6/15/19)

	<b>SPEAKER(S)/FIELD TRIP</b>	<b>ASSIGNMENT</b>	<b>DUE DATE</b>
Week 1: August 28	<b>JD Roth</b> , Founder-CEO, GoodStory Entertainment	WSA 1	Sept 4
Week 2: September 4	<b>Kiersten Robinson</b> , SVP Current Programming, Universal TV	WSA 2	Sept 11
Week 3: September 11	<b>Joe Lewis</b> , Co-Founder, Amplify Pictures; Co-Founder/Former Head of Comedy, Amazon Studios	WSA 3	Sept 18
Week 4: September 18	Field Trip to KCBS/KCAL, Studio City Leave SCA 5 PM, Return by 9:30 PM Host: <b>Rick Brown</b> , Executive Producer, News 4024 Radford Ave, Studio City CA 91604	WSA 4	Sept 25
Week 5: September 25	<b>Tamerlin Godley</b> , Partner, Munger, Tolles & Olson, LLC	WSA 5	Oct 2
Week 6: October 2	<b>Shanna Prevé</b> , Managing Director & <b>Carol Ciraco</b> , Administrative Business Partner, Google Stadia Global Partnerships	WSA 6	Oct 9
Week 7: October 9	<b>Patrick Burns</b> , Product Manager, Google	WSA 7	Oct 16

Week 8: October 16	<b>Midterm Prep</b>		
Week 9: October 23	<b>Midterm</b> <b>Joey Chavez</b> , Senior VP, Original Programming, TNT	WSA 8	Oct 30
Week 10: October 30	<b>Kalia Booker</b> , Director, Drama Programming, HBO	WSA 9	Nov 6
Week 11: November 6	<b>Nir Caspi</b> , Packaging Agent, William Morris Endeavour Entertainment LLC	WSA 10	Nov 13
Week 12: November 13	<b>Jen Celotta</b> , Writer/Producer	WSA 11	Nov 20
Week 13: November 20	<b>Scott Zabeleski</b> , Showrunner, “The Jim Jeffries Show,” Comedy Central	WSA 12	Dec 4
Week 14: November 27	<b>Thanksgiving Break</b> 		
Week 15: December 4	<b>1. Final Prep</b> <b>2. End of Semester Party</b> “The Study Hall”, 2827 Hoover St., 213 493 4363		
Week 16: December 11	<b>Final</b> <b>7-9pm / SCA 316</b>		

Updated – 8/24/19

## 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 Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](https://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](https://policy.usc.edu/scientific-misconduct).

### Support Systems:

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*

[engemannshc.usc.edu/counseling](https://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*Student Health Leave Coordinator – 213-821-4710*

Located in the USC Support and Advocacy office, the Health Leave Coordinator processes requests for health leaves of absence and advocates for students taking such leaves when needed.

<https://policy.usc.edu/student-health-leave-absence/>

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](https://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call*

[engemannshc.usc.edu/rsvp](https://engemannshc.usc.edu/rsvp)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*

[equity.usc.edu](https://equity.usc.edu), [titleix.usc.edu](https://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*Bias Assessment Response and Support - (213) 740-2421*

[studentaffairs.usc.edu/bias-assessment-response-support](https://studentaffairs.usc.edu/bias-assessment-response-support)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](https://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[studentaffairs.usc.edu/ssa](https://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.

### **Diversity and Inclusion**

Diversity and Inclusion are foundational to the SCA community. We are committed to fostering a welcoming and supportive environment where students of all identities and backgrounds can flourish. The classroom should be a space for open discussion of ideas and self-expression; however, SCA will not tolerate verbal or written abuse, threats, harassment, intimidation or violence against person or property. If students are concerned about these matters in the classroom setting they are encouraged to contact their SCA Diversity and Inclusion Liaison, <http://cinema.usc.edu/about/diversity.cfm>; e-mail [diversity@cinema.usc.edu](mailto:diversity@cinema.usc.edu). You can also report discrimination based on a protected class here <https://equity.usc.edu/harassment-or-discrimination/>

### **Disruptive Student Behavior:**

Behavior that persistently or grossly interferes with classroom activities is considered disruptive behavior and may be subject to disciplinary action. Such behavior inhibits other students' ability to learn and an instructor's ability to teach. A student responsible for disruptive behavior may be required to leave class pending discussion and resolution of the problem and may be reported to the Office of Student Judicial Affairs for disciplinary action.

**PLEASE NOTE:**

**FOOD AND DRINKS (OTHER THAN WATER) ARE NOT PERMITTED IN ANY INSTRUCTIONAL SPACES IN THE CINEMATIC ARTS COMPLEX**