

**CNTV 463: TELEVISION –**

**WHERE CREATIVITY AND COMMERCE COLLIDE**

**Units: 2.0**

**Term: Fall 2020**

**Day: Wednesdays**

**Time: 6PM – 8:40**

**Location: Online**

**Instructor: Scott A. Stone**

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**Contact Info:** scottsto@usc.edu

(Always cc our SA, Chelsea Ramirez, and Adam Everist: [adameverist@stonetv.com](mailto:adameverist@stonetv.com))

**Instructional Assistant: Chelsea Ramirez**

**Contact Info:** cpr@usc.edu

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**Course Description & Learning Objectives**

This course is a deep dive into the entirety of the television business with an emphasis on how the creative and business sides interact. As a working creator and producer of TV content, my goal in this class is to provide up to date practical knowledge that can be applied to any endeavor which requires both fiscal and creative discipline, and that covers pretty much everything in life.

The course has been adapted to take maxuimum advantage of online pedagogy. Each class is broken into two halves; the first half is an intensive review of how television began, how and why it evolved, where it is today, and how best to apply that knowledge to the businesss of the future. There will be a ten miniute break, and then the second half of each class is reserved for high-level senior industry guests, all tops in their fields. Each guests has achieved notable success in area as diverse as advertising, agency management, network management, scripted and non-scripted production, business affairs, studio management, cable networks, streamers, international and domestic distribution, sports, kids programming, marketing, and branded entertainment. This year will be especially enlightening as we will cover how companies are adapting to new business conditions during Covid-19, disruptive change caused by fractionalization, and threats to existing business-models, and ways to continue to take advantage of traditional distribution platforms in the face of new evolving technology. We will cover broadcast or “over the air” free television, cable/satellite distribution, and digital platforms/streamers.

**Recommended Preparation**

A list of common television industry terms in glossary form will be emailed to you. It is important that you familiarize yourself with these terms as they will help you understand the “language of television,” and are neeed for the mid-term and final.

**Course Policies**

* Second screen use (smart phone or tablet) during class will not be permitted
* Attendance is a requirement and role will be taken each week
* **Students may miss no more than two (2) classes, after which your grade will go down for each missed class**

**Online Class Policies:**

* Cameras:
  + Cameras are required to be on throughout all zoom sessions with one exception (below)
  + You may turn your camera off while video is playing in order to save on bandwidth, but you must turn it back on after the video is played
  + You may use an artificial background for privacy concerns, or just because your room is a mess
  + If you have connectivity issues or other concerns, please contact me directly for accommodations
* Audio:
  + Please stay on mute until you are called on, or if you are having trouble getting recognized
* Recording:
  + All classes will be recorded and transcribed for ADA compliance and for making up a missed class
  + The video will be available on “Blackboard” for the seven (7) days following each class
  + If you are taking this class in a time zone that falls outside USC’s normal class times (7AM to 10PM Pacific Standard Time) and due to that time change you cannot attend class regularly, or you need to miss a class for that reason, please contact me for accommodations

**Required Readings, Supplementary Materials**

No textbooks are assigned; however, I expect you to subscribe to and read entertainment related web sources including: Daily Variety, Deadline.com, Cynopsis.com, LA Times, NY Times, ReelScreen, and others (Twitter, Snapchat, IG, Buzzfeed etc.)

**Weekly Question Submission**

**Articles and links related to weekly topics and guests will be distributed by email before class.** This material details current and past business and creative issues that affect content creation and management.

* Students are required to read all emailed material and write three **INTELLIGENT AND THOUGHTFUL QUESTIONS** for our guests based on the articles
* Questions are sent to the guests in advance, so to get full credit you must submit them by the deadline, **noon on the Tuesday before class**
* If you miss the noon deadline you must still submit your questions, but you will not get full credit
* Questions must show that you have **read** **and understand** the material distributed
* If you have problems understanding the material, please contact me for clarification
* If the material we send does not inspire intelligent and thoughtful questions on the given subject, do your own research to find something on the subject that inspires you
* Questions may NOT be generic – examples of generic questions include:
  + How did you get your first job?
  + What is the most difficult decision you have had to make in your job?
  + What do you look for in employees?
  + If you were a tree, what kind of tree would you be?
* Generic questions are returned with a request to “dig deeper” and must be resubmitted by the deadline

**Class Participation**

* Students in this class benefit most when they are engaged, which is why a fifth of your grade (20%) is based on class participation
* I expect opinions and debate; who doesn’t have an opinion about TV?
* I will be calling on people as I see hands raised, either physically or digitally via zoom
* **When called on you, please introduce yourself, and then ask your question**
* Our SA keeps a record of who asks questions and gives feedback, so if you are not engaging with the material or the guests, you have a problem expressing yourself verbally in a public forum, or if you are having an issue with zoom, please contact me for an accommodation or to help fix the issue

**Description and Assessment of Assignments**

**In-class engagement:** Written questions submission and class participation

**Attendance:** Students are not allowed to miss more than 2 classes

**MID-TERM EXAM:**

There will be an in-class mid-term exam that will consist of short answer essay questions. It counts for 25% of the final grade.

**FINAL EXAM:**

The Final Exam will consist of a term paper that you will write in partnership with a fellow student. You will get the prompt approximately two weeks before it is due. It counts for 40% of your final grade. I change it every year.

**Grading Breakdown**

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| --- | --- |
| **Assignment** | **% of Grade** |
| In Class Engagement | 20 |
| Attendance | 15 |
| Mid-term Exam | 25 |
| Final Exam | 40 |
| **TOTAL** | 100% |

**Grading Scale**

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

**Course Schedule: A Weekly Breakdown** (Guests and dates subject to change, and they do.)

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| --- | --- | --- |
|  | **Topics/Daily Activities** | **Deliverable/ Due Dates** |
| Week 1 | Class Intro  TVBefore You Were Born |  |
| Week 2 | TV Fundamentals (1)  Advertising - Pam McNeeley |  |
| Week 3 | TV Fundamentals (2)  Agencies – Lisa Fox + TBD |  |
| Week 4 | TV Fundamentals (3)  Marketing - Jill Gershman (ABC) |  |
| Week 5 | TV Fundamentals (4)  Development – Dan Silver (Disney+) |  |
| Week 6 | TV Fundamentals (5)  Scripted – Guest TBD |  |
| Week 7 | TV Fundamentals (6)  Physical Production – Guest TBD |  |
| Week 8 | **MIDTERM**  Young Hollywood Panel | **MIDTERM** |
| Week 9 | Programming  Simulation |  |
| Week 10 | Documentary  Aaron Fishman (Storied Media) |  |
| Week 11 | Digital  Alex Montalvo (Qibi) | **FINAL PAPER ASSIGNED** |
| Week 12 | Business Affairs/Distribution  Guest TBD |  |
| Week 13 | You Tube/Branded  Mickey Capoferri (Lucasfilm – StarWars.com) | **FINAL PAPERS DUE** |

**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](http://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](http://www.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](http://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](http://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](https://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…**

**BUT AS LONG AS WE ARE ON ZOOM, FEEL FREE TO SNACK AND DRINK AS LONG AS YOU ARE ON MUTE…**