



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

**Fall 2022, Wednesday, 6:30 – 9:30 pm PT**

**Location: Online**

**Instructor: Dick Block**

**Office:** Online

**Office Hours:** By request.

**Contact Info:** dblock@earthlink; Landline Preferred: 310  
452 3355; Mobile: 310 422 3147

**Assistant: Angela Rabano**

**Contact Info:** arabano96@gmail.com; Text OK: 714 916  
7489

**Student Coordinator: Maya Jade Frank**

**Contact Info:** mayafran@usc.edu; Text OK: 347 640 1335

## **Course Description**

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

The five pillars on which the course is structured are:

- (1) Entertainment Industry guest speakers
- (2) A virtual field trip to the studios of KTLA CW5
- (3) Industry news from sources with high editorial standards
- (4) A continuously updated Lexicon
- (5) TV station management supported by *Leading Local Television* by Hank Price. The book is available in SCA 432, from Albert Fishteyn, Production Coordinator (213 740 3316), who will sign them out, to be returned Nov 30<sup>th</sup>. For those not returning the book, there will be a \$20 charge by email on Dec 1<sup>st</sup>

## **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

## **Recommended Preparation and On-Going Reference Sources**

Bloomberg BusinessWeek, CNN Reliable Sources Newsletter, 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

Reports are due before the next class and should be a maximum of 150 words for each of the two parts. **No attachments please** -- submit in the body of your email. Subject line should read: Report # / Your Name. Be sure to send to: dblock@earthlink.net, and cc: arabano96@gmail.com

Reports will be evaluated, graded, and returned with comments. Reports are required for each of the 13 Guest Speakers and the Field Trip.

Reports have two parts, each with a maximum of 5 points, depending on the quality of the report.

Part 1: A report on the Guest Speaker and Field Trip

Part 2: Report on the assigned chapters of *Leading Local Television*

Blackboard: Grades, midterm, and final will be on Blackboard. Additions can be made at the request of students.

## Course Schedule

	<b>SPEAKER(S)/FIELD TRIP</b>	<b>ASSIGNMENT</b>	<b>DUE DATE</b>
Week 1: Aug 24	<b>*JD Roth</b> , GoodStory Entertainment, production company founded by award winning exec producers, JD Roth and Adam Greener in partnership with Scooter Braun and management company, SB Project	Report 1, Preface & Chpt 1	Aug 31
Week 2: Aug 31	<b>Danielle Sanchez-Witzel</b> , TV comedy Writer/Producer with an overall long term deal at Netflix after same at 20th TV. Credits include key role on <i>The Carmichael Show</i> , <i>New Girl</i> , and <i>My Name is Earl</i>	Report 2, Chpt 2	Sept 7
Week 3: Sept 7	<b>*Tamerlin Godley</b> , "Super Showbiz Lawyer," Partner, Litigation Department, Paul Hastings, global law firm	Report 3, Chpt 3 & 4	Sept 14
Week 4: Sept 14	<b>6:00 PM Field Trip</b> , KTLA CW5 hosted by VP/GM Janean Drafs and News Director Pete Salers 5800 Sunset Blvd Los Angeles, CA 90028 323 460 3992 - Office	Report 4, Chpt 5 & 6	Sept 21

	<b>8:30 PM Dinner</b> , Musso & Frank. famous Hollywood eatery 6667 Hollywood Blvd, at Cherokee, parking lot in back Hollywood, CA 90028 323 467 7788		
Week 5: Sept 21	<b>Kevin Frazier</b> , Host, <i>Entertainment Tonight</i> , produced by CBS syndication	Report 5, Chpt 7 & 8	Sept 28
Week 6: Sept 28	<b>1. Midterm Study Guide Distributed</b> <b>2. *Todd Yellin</b> , VP of Product, Netflix	Report 6, Chpt 9 & 10	Oct 5
Sept 30	<b>Midterm Study Group</b> Online: Noon-1:30PM		
Week 7: Oct 5	<b>1. Midterm</b> <b>2. Jen Celotta</b> , Writer/Director, <i>The Office</i> , currently writing and directing such shows as <i>Abbott Elementary</i>	Report 7, Chpt 11 & 12	Oct 12
Week 8: Oct 12	<b>*Jon Wyville</b> , Creative Director, Emmy Winner, Goodby, Silverstein & Partners, San Francisco.	Report 8, Chpt 13 & 14	Oct 19
Week 9: Oct 19	<b>*Joey Chavez</b> , Executive VP, Drama, HBO Max, and formerly at TNT and NBC	Report 9, Chpt 15 & 16	Oct 26
Week 10: Oct 26	<b>Nir Caspi</b> , Partner, Unscripted, WME (William Morris Endeavour)	Report 10, Chpt 17 & 18	Nov 2
Week 11: Nov 2	<b>Odetta Watkins</b> , Head of Dramatic Series, Amazon, from 17 years at Warner Bros. TV	Report 11, Chpt 19 & 20	Nov 9
Week 12: Nov 9	<b>Patrick Burns</b> , Staff Product Manager, Discord, preceded by Amazon, Google, Snapchat, and co-founder/CEO of recently sold Commons. Producer, <i>Cutie &amp; The Boxer</i> , Academy Award nominee.	Report 12, Chpt 21 & 22	Nov 16

Nov 12	<b>Saturday Class Bash Rock &amp; Reilly's USC Village</b> 3201 S Hoover St Los Angeles, CA 90007 213 536 5584		
Week 13: Nov 16	<b>*Joe Lewis</b> , CEO/Head of TV, Amplify Pictures, Emmy and Golden Globes awards as creator of Comedy Central's <i>Tosh.0</i> and green-lighting <i>The Marvelous Mrs. Maisel</i> , <i>Fleabag</i> , and <i>Transparent</i> at Amazon Studios	Report 13, Chpt 23	Nov 30
Nov 23	<b>Thanksgiving</b>		
Week 14: Nov 30	<b>1. Final Study Guide Distributed</b> <b>2. *Scott Zabeleski</b> , Producer/Director, <i>The Jim Jeffries Show</i> , and film <i>Where's The Money</i> , and winner best Super Bowl commercial	Report 14	Dec 7
Dec 2	<b>Final Study Group</b> Online: Noon-1:30PM		
Week 15: Dec 7	<b>Final 7-9pm</b> <b>*Carol Ciriaco</b> , Partner Manager, Podcast (Exclusives), Spotify, from Google, CAA and CBS	No Report	N/A

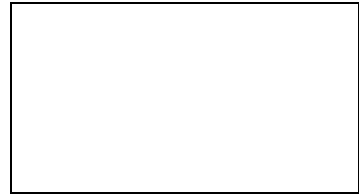
\*USC Alum

### Grading Breakdown (Subject to change)

Assignment	Points	Percent of Grade
Report 1	10	3.33%
Report 2	10	3.33%
Report 3	10	3.33%
Report 4	10	3.33%
Report 5	10	3.33%
Report 6	10	3.33%
Report 7	10	3.33%
Report 8	10	3.33%
Report 9	10	3.33%
Report 10	10	3.33%
Report 11	10	3.33%
Report 12	10	3.33%
Report 13	10	3.33%

Grading Scale
Course final grades will be determined using the following scale: A=91-100% B=82-90% C=71-81% D=61-70%

<b>Report 14 (Part 1 only)</b>	<b>05</b>	<b>1.71%</b>
<b>Report Total</b>	<b>135</b>	<b>45%</b>
<b>Midterm</b>	<b>65</b>	<b>22%</b>
<b>Final</b>	<b>100</b>	<b>33%</b>
<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 Reports are due prior to the next class and are based on the recording of the missed class session. Link to the class playlist will be provided.
  - Part 1: Watch the recording of the lecture and
  - Part 2: Textbook (Hank Price) chapters, as if the class were attended

### **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](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on [Research and Scholarship Misconduct](#).

#### **Students and Disability Accommodations:**

USC welcomes students with disabilities into all of the University’s educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at [osas.usc.edu](http://osas.usc.edu). You may contact OSAS at (213) 740-0776 or via email at [osasfrontdesk@usc.edu](mailto:osasfrontdesk@usc.edu).

#### **Support Systems:**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

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

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

[suicidepreventionlifeline.org](http://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) 740-9355(WELL), press "0" after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

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

*Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086*

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

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplcity.com/care\\_report](http://usc-advocate.symplcity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

*The Office of Student Accessibility Services (OSAS) - (213) 740-0776*

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

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

*USC Campus Support and Intervention - (213) 821-4710*

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

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

*Diversity, Equity and Inclusion - (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.

*Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)*

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

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

*Occupational Therapy Faculty Practice* - (323) 442-3340 or [otfp@med.usc.edu](mailto:otfp@med.usc.edu)  
[chan.usc.edu/otfp](http://chan.usc.edu/otfp)

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

**Updated: 8/24/2022**