



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

**Spring 2023, Wednesday, 6:30 – 9:30 pm PT**

**Location: Online**

**Instructor: Dick Block**

**Office:** Online

**Office Hours:** By Appointment - Monday through Sunday,  
12pm – 4pm

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**Assistant: Angela Rabano**

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**Student Coordinator: Maya Jade Frank**

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## **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 KCBS/KCAL
- (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 427, from Ramir Qujano, who will sign them out, to be returned May 5<sup>th</sup>. For those not returning the book, there will be a \$20 charge by email on May 8<sup>th</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

WSAs are due as emails – not attachments -- 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: WSA # / Your Name. Be sure to send to: dickblocksc@gmail.com, and cc: arabano96@gmail.com

WSAs will be evaluated, graded, and returned with comments by the instructor. WSAs are required for each of the 15 Guest Speakers and the Field Trip.

WSAs 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 for the one Field Trip)

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

## Course Schedule

	<b>SPEAKER(S)/FIELD TRIP</b>	<b>ASSIGNMENT</b>	<b>DUE DATE</b>
Week 1: Jan 11	<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	WSA 1, Preface & Chpt 1	Jan 18
Week 2: Jan 18	<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>	WSA 2, Chpt 2	Jan 25
Week 3: Jan 25	<b>Nir Caspi</b> , Partner, Unscripted, WME (William Morris Endeavour)	WSA 3, Chpt 3 & 4	Feb 1
Week 4: Feb 1	<b>5:30 PM Field Trip, CBS Virtual Field Trip</b> <b>8:00 PM Dinner</b> , Musso & Frank. famous Hollywood eatery 6667 Hollywood Blvd, at Cherokee, parking lot in back Hollywood, CA 90028 323 467 7788	WSA 4, Chpt 5 & 6	Feb 8

Week 5: Feb 8	<b>*Tamerlin Godley</b> , “Super Showbiz Lawyer,” Partner, Litigation Department, Paul Hastings, global law firm	WSA 5, Chpt 7 & 8	Feb 15
Week 6: Feb 15	<b>Michael Spiegelman</b> , VP Studio Product Innovation, Netflix	WSA 6, Chpt 9 & 10	Feb 22
Week 7: Feb 22	<b>1. Midterm Study Guide Distributed</b> <b>2. Kiersten Robinson</b> , Senior VP, Current Scripted Programming, Universal Television Studio	WSA 7, Chpt 11 & 12	Mar 1
Feb 24	<b>Midterm Study Group</b> Online: Noon-1:30PM		
Week 8: Mar 1	<b>1. Midterm</b> <b>2. Kevin Frazier</b> , Host, <i>Entertainment Tonight</i> , produced by CBS syndication	WSA 8, Chpt 13 & 14	Mar 8
Week 9: Mar 8	<b>*Joey Chavez</b> , Executive VP, Drama, HBO Max, and formerly at TNT and NBC	WSA 9, Chpt 15 & 16	Mar 22
Mar 15	<b>Spring Break</b>		
Week 10: Mar 22	<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	WSA 10, Chpt 17 & 18	Mar 29
Week 11: Mar 29	<b>Tom Lieber</b> , Head of Genre Series, Amazon Studios	WSA 11, Chpt 19 & 20	Apr 5
Week 12: Apr 5	<b>*Jon Wylie</b> , Goodby Silverstein & Partners Advertising Agency, San Francisco	WSA 12, Chpt 21 & 22	Apr 12
Week 13: Apr 12	<b>Patrick Burns</b> , Staff Product Manager, Discord, preceded by Amazon, Google, Snapchat, and co-founder/CEO of recently sold Commons. Producer, <i>Cutie</i>	WSA 13, Chpt 23	Apr 19

	& <i>The Boxer</i> , Academy Award nominee.		
Week 14: April 19	<b>Jen Celotta</b> , Writer/Director, <i>The Office</i> , currently writing and directing such shows as <i>Abbott Elementary</i>	WSA 14	Apr 26
Week 15: April 26	<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>	WSA 15	May 3
April 28	<b>Final Study Group</b> Online: Noon-1:30PM		
Week 16: May 3	<b>Final 7-9pm</b> <b>*Carol Ciriaco</b> , Partner Manager, Podcast (Exclusives), Spotify, from Google, CAA and CBS	No WSA	N/A

\*USC Alum

### 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%
WSA 11	10	3.33%
WSA 12	10	3.33%
WSA 13	10	3.33%
WSA 14	10	3.33%
WSA 15	10	3.33%
<b>Report Total</b>	<b>150</b>	<b>50%</b>
<b>Midterm</b>	<b>60</b>	<b>20%</b>
<b>Final</b>	<b>90</b>	<b>30%</b>
<b>Total</b>	<b>300</b>	<b>100%</b>

### Grading Scale

Course final grades will be determined using the following scale:

A=91-100%

B=82-90%

C=71-81%

D=61-70%

## **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 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: 1/9/23**