



CNTV 563: The Business of Representation

Units: 4

Fall 2024—Thursday—7:00 – 10:00pm

Instructor: Alan Berger

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Course Description

This course provides an in-depth look at the entertainment business through the eyes of the key players- agents, managers, lawyers and artists. The class will focus on how deals are made, how talent is represented, and how managers, agents and lawyers work together and individually.

Each week a guest speaker from the entertainment world will meet with the class to discuss current issues in the entertainment industry.

All classes will be held At CAA [2000 Avenue of the Stars, Los Angeles CA, 90067](#) Conference Room 2A. Course materials, assignments, and announcements can be accessed and viewed on the course's USC Blackboard page. This will be discussed in further detail during the first meeting.

Required Readings

HITS, FLOPS, AND OTHER ILLUSIONS (Ed Zwick)

POWERHOUSE: THE UNTOLD STORY OF HOLLYWOOD'S CREATIVE ARTISTS AGENCY (James Andrew Miller)

*Additional suggested reading list will be discussed in the first meeting

Homework Assignments:

Weekly reading assignments and discussion questions will be assigned at the end of each meeting. Assignments will also be listed on the course's Blackboard page.

Midterm Exam:

Students will be sent out in groups to meet over video and interview pre-selected entertainment executives. Class presentations over Zoom will follow.

Final Exam:

Students will complete a series of case studies based on lectures and readings from class. This will be a take-home written assignment.

Grading Breakdown

Assignment	Points	% of Grade
Midterm Exam:		40%
Final Exam:		40%
Participation:		20%
TOTAL		100%

Participation will be graded on a combination of class attendance and class discussion. Students are expected to come to class prepared with well thought out questions for every guest speaker.

Grading 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

Class	Date	Topics/Daily Activities	Notes
1	August 29	Introduction	
2	September 5	CAA Agent Trainee Panel	Reading & Discussion Questions Assigned in Class
3	September 12	Lucas Shaw , Reporter for Bloomberg News, Bloomberg Businessweek, and Bloomberg	Reading & Discussion Questions Assigned in Class
4	September 19	Mark Gurvitz , Partner at Brillstein Entertainment Partners	Reading & Discussion Questions Assigned in Class
5	September 26	Rachel Scott , Senior Congressional Correspondent for ABC News	Reading & Discussion Questions Assigned in Class
6	October 3	P.J. Shapiro , Founder at Johnson Shapiro Slewett & Kole	Reading & Discussion Questions Assigned in Class
7	~October 10	NO CLASS	
8	October 17	Brian Weinstein , Co-Chief Executive Officer of 3 Arts Entertainment and Senior Advisor to the Office of the CEO of Lionsgate	Midterm Presentations Begin
9	October 24	TBD	Midterm Presentations Continued
10	October 31	Ed Zwick , Producer/Writer/Director	Reading & Discussion Questions Assigned in Class
11	November 7	Henry Winkler , Actor/Comedian/Director/Producer/Author	Reading & Discussion Questions Assigned in Class
12	November 14	Jenna Berger , Producer at Marvel Mady Despins , Development Executive at Amazon Studios	Reading & Discussion Questions Assigned in Class
13	November 21	Eric Schrier , President, Disney Television Studios & Global Original Television Strategy	Final Exam Prep
14	~November 28	NO CLASS	
FINAL	December 5	LAST CLASS	Final Exam Due

Statement on Academic Conduct and Support Systems

Academic Integrity:

The University of Southern California is a learning community committed to developing successful scholars and researchers dedicated to the pursuit of knowledge and the dissemination of ideas. Academic misconduct, which includes any act of dishonesty in the production or submission of academic work, compromises the integrity of the person who commits the act and can impugn the perceived integrity of the entire university community. It stands in opposition to the university's mission to research, educate, and contribute productively to our community and the world.

All students are expected to submit assignments that represent their own original work, and that have been prepared specifically for the course or section for which they have been submitted. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s).

Other violations of academic integrity include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), collusion, knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university. All incidences of academic misconduct will be reported to the Office of Academic Integrity and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see [the student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

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. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

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

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

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086
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
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 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) 740-0411
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
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
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) 442-1200 – 24/7 on call
Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
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) 442-2850 or otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university’s mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or “recycle” work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

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