

**The Annenberg School for Communication  
University of Southern California  
Spring Semester 2008  
Professor James Loper, Ph.D.**

Course: Communications 432-American Media and Entertainment Industries  
Tuesdays, 3:30 p.m.-6:20 p.m., ASC 204

**Overview**

This 4-unit undergraduate class concerns the American Media and Entertainment Industries with an emphasis on radio, television, satellite and cable with references to the recording industry. There will be considerable time spent on media history and how the industries, as we know them, developed and why they developed the way they did. Motion pictures and print media will not be specifically covered.

The course is primarily non-technical and has an emphasis on management and programming and the effects upon audience and society. Several methods of presentation will be involved; faculty lectures, industry guest speakers, documentary motion pictures, and exclusive use of several videotaped interviews drawn from the "Archive of American Television," produced and furnished by the Academy of Television Arts and Sciences Foundation. These interviews are with key men and women from broadcasting's historical past into the present era.

**Guest Speakers**

The following is a list of those persons who have spoken to previous classes or who have agreed to speak this year pending scheduling and availability. Not all of those on the list will speak this semester.

Lee M Weinberg, Entertainment Attorney

Brad Berens, Editor, Editor and Chief, iMedia and Communications

Ted Harbert, Former President of NBC Studios, former Chair and President of ABC Television, currently President of "E" Entertainment TV

Jack McQueen, retired independent producer and former President of FCB Entertainment

Louise Bryson, Senior Vice President, Lifetime Cable, or other executive from Lifetime

Al Jerome, President and CEO, KCET

Stan Chambers, Senior Reporter, KTLA

Jamie Bennett, former Executive, CBS, Disney, and Pearson TV

Executive from Sony Pictures Television, probably Dick Roberts

## Video Interviews

Video Interviews from the Archive of American Television. Not all will be used.

David Sarnoff, (Films about)  
Frank Stanton, Former President, CBS  
Leonard Goldenson, Former President, ABC  
Ted Turner, Founder, Turner Broadcasting  
Walter Cronkite, CBS News  
Don Hewitt, Founder and Producer, 60 Minutes  
Sumner Redstone, Chairman, VIACOM  
Norman Lear, Producer  
Grant Tinker, founder, MTM and former head of NBC  
Newton Minow, former FCC Chairman

### **Required Text**

Erik Barnouw, Tube of Plenty: The Evolution of American Television (2<sup>nd</sup> Revised Edition) paperback.

### **Other Useful Books for Background**

Erik Barnouw, A Tower in Babel (History of Broadcasting in the United States, Vol 1 to 1933).

Erik Barnouw, The Golden Web (History of Broadcasting in the United States, Vol 2 1933 to 1953).

Erik Barnouw, Image Empire: From 1953 (History of Broadcasting in the United States).

Christopher H. Sterling and John Michael Kittross, Stay Tuned: A History of American Broadcasting, Third Edition.

Robert Hilliard and Michael Keith, The Broadcast Century and Beyond, (4<sup>th</sup> Edition) paperback

Robert J. Thompson, Television's Second Golden Age.

James Day, The Vanishing Vision: The Inside Story of Public Television.

News clippings on current issues will be distributed on a regular basis.

## Semester Schedule – Spring 2008

(Subject to change, revised schedules will be issued as needed)

Session	Date	Description
Session One	January 15, 2008	Introduction to class. Discussion of course requirements, including exams, (midterm and final) term paper, and oral presentation <b>Assignment:</b> “Tube of Plenty” pp. 3-214. (Readings to be completed by Session Three)
Session Two	January 22, 2008	Early developments of radio (and television) broadcasting. The role of David Sarnoff and other innovators. Importance of radio broadcasting in the building of a unified United States.
Session Three	January 29, 2008	Screening: <u>Empire of the Air</u> , A documentary by Ken Burns. If time, taped interviews with Frank Stanton (CBS), Leonard Goldenson (ABC). <b>Assignment:</b> Read handout on “Quality Television and TV’s Second Golden Age.”
Session Four	February 5, 2008	Continuation of commercial radio and television growth. Discussion of “golden” ages of television. Hollywood enters the picture. Shift from “live” to filmed television. ABC TV emerges.
Session Five	February 12, 2008	Archive interviews: Grant Tinker, MTM, NBC, Norman Lear, producer, if time. <b>Assignment:</b> “Tube” Check index for FM radio, UHF television, cable television, cable television, satellite and public broadcasting and read for February 26th.
Session Six	February 19, 2008	Wrap up TV development, changes in radio. Possible guest speaker, TBA.
Session Seven	February 26, 2008	Discussion of FM radio, UHF television, cable television, satellites, public broadcasting, broadcast regulations. Switch to digital TV.
Session Eight	March 4, 2008	Current status of broadcasting. Possible guest speaker, TBA. Submit (in writing) topics for term paper. <b>Assignment: Mid Term Exam</b>
Session Nine	March 11, 2008	<b>MID TERM EXAM</b> (90 minutes) Guest Speaker or video tape.
SPRING BREAK	March 18, 2008	NO CLASS (Spring Break)
Session Ten	March 25, 2008	<b>TERM PAPER DUE</b> Guest Speaker
Session Eleven	April 4, 2008	Guest Speaker
Session Twelve	April 11, 2008	Class Presentations
Session Thirteen	April 18, 2008	Class Presentations
Session Fourteen	April 25, 2008	Conclude Class Presentations

## **Class Member Responsibilities**

### **Participation:**

Regular attendance, meaningful participation in class discussions or reading assignments, viewings and issues is expected. Class participation will be about a 10% factor in final grading.

### Examinations

There will be at least one written examination during the semester, usually the Midterm Exam. The Midterm Exam will be on March 11<sup>th</sup>. It will be for one and one-half hours and worth about 40% of the final grade.

### Term Paper

A paper of 10-15 pages will be due on March 25, 2008. This paper should be presented in correct academic style with footnotes, citations, etc. You will be required to have the paper topic approved by me. This paper will account for at least 30% of the final grade. Please submit topic in writing on March 4, 2008.

### Group Project

Depending on the number enrolled in 432, the class will be divided into five groups by the TA. Each Group will have about 10 participants chosen at random. Each group will present in-depth a 30-45 minute detailed presentation about one of the five largest media companies; Time Warner, Disney, Viacom, NBC-Universal, and News Corp. Each class member in each group is expected to participate equally, although members of each group should probably name a chair or coordinator. Participation quality will be worth about 20% of final grade.

## **About the Instructor and Teaching Assistant**

The teaching faculty will be Adjunct Professor of Communications Management James L. Loper, Ph.D.. His B.A. in Journalism is from Arizona State University M.A. in Radio and Television is from the University of Denver, and Ph.D. in Communication from L.A.S., University of Southern California (Prior to the creation of the Annenberg School). The J. L. Loper Lecture in Public Service Broadcasting (endowed by the H.R. Smith Foundation) is Presented each year by the Annenberg School. Dr. Loper is the former President and CEO of KCET, Channel 28, and former Executive Director of the Academy of Television Arts and Sciences. Office is located at ASC 301A. He may be contacted through Ms. Susana Soto, room 305. Her voice number is (213) 821 2717. Her e-mail: [susanaso@usc.edu](mailto:susanaso@usc.edu). The teaching assistant for the class is Jade Miller. Her email address is [jademill@usc.edu](mailto:jademill@usc.edu). If necessary, you may reach me usually after 11:00 a.m. at (626) 792-3554. My 24-hour fax number is (626) 792-1326. I will be available for appointments after 1:00 p.m. before class on Tuesday. Please confirm in advance.

## **Academic Policies of USC Annenberg School for Communication**

### Plagiarism / Academic Integrity

Plagiarism is defined as taking ideas or writings from another and passing them off as one's own. The following is the Annenberg School for Communication's policy on academic integrity: Since its founding, the USC Annenberg School of Communication has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Communication. There are no exceptions to the school's policy.

### Academic Accommodations

Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. – 5:00 p.m. The office is located in the Student Union, Room 301 and their phone number is (213) 740-0776.