

## **Entertainment Press and Public Relations: Strategic Communication in the Entertainment Industry**

### **COURSE #**

**INSTRUCTOR:** Susan Wrenn

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**Class Schedule: Monday 2-5**

**Office Hours: Monday 1-2; by appointment**

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### **COURSE DESCRIPTION:**

The entertainment community is a complex industry where publicity and advertising are the currency of communication. In this course we consider the access to and application of information in the core disciplines of research, distribution, creative, publicity, advertising and promotion. The distinctions between and among advertising, publicity, public relations and promotion, in addition to how they can work together to support a specific goal, will come together in both a written and oral presentation. We develop this information through readings, class participation and guest lecturers. Whether advertising and publicity are your calling, or if you are a savvy creator wanting to understand what happens to your content, or if you're simply a curious consumer interested in the "how and why" of pop culture communication, this course introduces the process of strategic communication in the entertainment industry. We give you an understanding of the power of information, the knowledge of where it can be found and we help develop your basic ability to apply it.

### **COURSE GOALS:**

- Identify and define the marketing components of publicity, public relations, advertising and promotion
- Understand and evaluate the comparative strengths and weaknesses of publicity, public relations, advertising and promotion
- Apply your understanding to create integrated communication strategies
- Write a press release for a content challenge
- Write a strategic marketing plan for a content challenge
- Present a press strategy for a content challenge
- Reinforce a daily relationship with "the trades"

**COURSE ASSIGNMENTS:** Details on all your course assignments including due dates can be found under the "Assignments" tab of our course's Canvas site. Time management is perhaps the most critical skill you will ever master.

**SEMESTER PROJECT:** The final project will be a written (15+ pages) plan which addresses a communication challenge for a content marketing team. You will additionally do an oral presentation (5-10 minutes) of the information.

## WEEKLY

Trades: You are required to read the trades every day. Each meeting will begin with a half hour conversation about what you've read in the trades. You will learn to find valuable information and to piece together "bigger pictures". Each week you will submit a two-page write-up of (1) trade article chosen to exhibit multiple disciplines discussed in class.

Source Publications: Deadline Hollywood, Variety/Variety Insight, Hollywood Reporter, New York Times, Los Angeles Times, Digiday, Tubefilter

## CLASS PARTICIPATION:

Class participation helps students develop a broad understanding of the entertainment industry through the analysis of their and *other* students' work. The expectation is that in-class discussions of each idea will inform all ideas. Students should be prepared to respond, in class each day, about their own experience as well as each others. Assignments should reflect the evolution of their understanding of the core concepts and of the industry. Improvement will be reflected by its application in both final presentations and papers. Preparation for guest speakers by researching their careers and bringing relevant, insightful questions is critical. Active participation means contributing in a meaningful manner – it's not the quantity of your contribution but the preparation it reflects.

## ATTENDANCE POLICY:

With only 15 sessions, I ask that you make it to every class on time. If you have a legitimate reason for missing class (e.g., religious holidays) please email me and we will arrange during office hours to address your participation. Class will begin by taking attendance. Arriving after that will result in 50% decrease in participation credit for that day.

## LATE WORK & MAKEUP ASSIGNMENTS and INCOMPLETE POLICY:

Turn in all assignments on the due dates. NO EXCUSES. Grades will be lowered by 5% each day the work is late. If an assignment is late unless prior arrangements are submitted for approval in writing. There are no makeup or extra credit assignments for this course. All coursework is designed to be completed within the semester, therefore no Incompletes will be given as a final course grade.

## GRADING BREAKDOWN:

150 points (10%) Class attendance and ACTIVE participation; guest questions\*

200 points (20%) Weekly Article Analysis\*\*

200 points (20%) Weekly Project Prep Assignments/Outlines\*\*\*

150 points (10%) Press Release

150 points (20%) Final Paper

150 points (20%) Final Oral Presentation

\* Ten points per class

\*\* Articles must be submitted for 10 of the 15 weeks, 20 points per article

\*\*\* Ten assignments, week 4-13, 20 points each

### **GRADING SCALE:**

A = 1000-950; A- = 900-949; B+ = 866-899; B = 833-865; B- = 800-832; C+ = 766-799; C = 733-765; C- = 700-732; D = 600-699; F = 599 and below

### **ASSIGNMENT SUBMISSION INSTRUCTIONS:**

- Please submit class assignments (articles, outlines) via Canvas by midnight the day before they are due.
- Please make sure they are spaced (1.5 in) and 12-point font.
- Please make sure your name and the assignment are on each page of the document (you can use the "header" function) as well as the file name.
- Please submit as either a **DOC, DOCX, PDF** or **GOOGLE DOC**.
- Please do not give me a printed out or handwritten assignment in class unless specifically asked to.
- Students are responsible for maintaining their own backup copies of all digital works. Maintain your own electronic backup of important files.

### **COURSE TEXTS:**

**The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media and the Magic to the World (2<sup>nd</sup> Edition) by Al Lieberman and Patricia Esgate (Text)**

[https://www.amazon.com/gp/product/0134194675?ref%5F=sr%5F1%5F1&s=books&qid=1496082871&sr=11&keywords=entertainment%20marketing&pdnSite=1#reader\\_0134194675](https://www.amazon.com/gp/product/0134194675?ref%5F=sr%5F1%5F1&s=books&qid=1496082871&sr=11&keywords=entertainment%20marketing&pdnSite=1#reader_0134194675)

**Writing That Works: How to Communicate Effectively in Business by Kenneth Roman (WTW)**

[https://www.amazon.com/gp/product/0060956437/ref=oh\\_aui\\_detailpage\\_o01\\_s00?ie=UTF8&psc=1](https://www.amazon.com/gp/product/0060956437/ref=oh_aui_detailpage_o01_s00?ie=UTF8&psc=1)

**How To Say It At Work Second Edition: Power Words, Phrases and Communication Secrets For Getting Ahead by Jack Griffin (How To)**

[https://www.amazon.com/gp/product/0735204306/ref=oh\\_aui\\_detailpage\\_o00\\_s00?ie=UTF8&psc=1](https://www.amazon.com/gp/product/0735204306/ref=oh_aui_detailpage_o00_s00?ie=UTF8&psc=1)

### **RECOMMENDED READING:**

The Seven Habits of Highly Effective People By Steven Covey

Influence: The Psychology of Persuasion

How to Win Friends & Influence People by Dale Carnegie

**SERVICES FOR STUDENTS WITH DISABILITIES:**

Students with a documented disability may request appropriate academic accommodations from the Division of Diversity and Community Engagement Services for Students with Disabilities, 512-471-6259 (voice) or 512-410-6644 (video phone).

Please inform me within the first three weeks of class if you have a disability and need accommodation to take part in or to complete the require work for this course.

**THE UNIVERSITY OF TEXAS HONOR CODE:**

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

**SCHOLASTIC DISHONESTY:**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. More information on student conduct and academic integrity is available at

<http://deanofstudents.utexas.edu/conduct/academicintegrity.php>

**COURSE SCHEDULE:**

Please complete all reading assignments prior to the class they are scheduled for; submit all written assignments by midnight the day before their "due date".

**Week 1, August 21: Intro to Entertainment Marketing and Communication**

- Course goals
- Semester projects (deliverables)
- Trades

Read:

Trades

Text: Intro (p.1-10)

WTW: Chapter 1 (p.1-6)

**Week 2, August 28: Marketing: Communication As a Process with a Purpose**

- Awareness
- Interest
- Action
- Goals and goal-setting

Read:

Trades

Text: Chapter 1 (p.11-22)

WTW: Chapters 4/5 (p.45-89)

Due:

- Identify/Submit (3) potential project topics
- Submit Analysis of (3) articles; (2) things that worked for you and (2) that didn't

**Week 3, September 5\*: Business Writing: Structure Sets You Free**

- Headlines/Copy
- 3/5 paragraph structure
- bullet points
- assets
- editing/re-writing

Read:

Trades

WTW: Chapter 2 (p.7-35), Chapter 13 (p.183-190)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)

\* Please note this is a Tuesday due to the Labor Day Holiday on Monday 8/4

**Week 4, September 11: The Disciplines of Marketing**

Identify and understand the categories:

- Research
- Distribution
- Creative
- Publicity
- Advertising/media and
- Promotion
- Team sport

Read:

Trades

Text: Chapter 2 (p. 23-31)

WTW: Chapter 8 (p.125-135)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Identify content term project will be based upon

**Week 5, September 18: The Team: Who Does What**

- research (analysts, screenings, focus groups)
- distribution (sales, exhibition, mso, mcn)
- creative (print, a/v, digital)
- advertising/media (strategists, planners, buyers, sales)
- publicity (studio/network, agency, set)
- promotions (licensing, advertising, production)

Read

Trades

Text: Chapter 2 (p. 32-43)

How To: Chapter 7 (p. 189-215)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Identify your project's "point of view" (who will you be when presenting)

**Week 6, September 25: Publicity: Fundamentals**

- Publicity -v- public relations (similarities, differences)
- Goals (crisis management -v- opening a film -v- attracting investors)
- Elements: press (print, tv, digital), "branded content, events/experiential
- Timing: the arc of a campaign in a digital world
- The Press Release

Read:

Trades

Text: Chapter 7 (p.147-174)

WTW: Chapter 6 (p.90-110); Chapter 12 (p.177-182)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Identify challenge your project will address

**Week 7, October 2: Research: Information Management; & Distribution: Digital Disruption**

Information

- Technology as content and conduit
- Research: goals and strategies
- Measurement: value of information

- Applied to each discipline: use of information

Distribution

- The Waterfall
- Platforms (mobile, internet, satellite, tv, cable, radio)
- Subscription –vs.- free
- Sales
- Corporate conglomerates

Read:

Trades

Text: Chapter 3 (p.45-73)

Due:

- Press Release

### **Week 8, October 9: Creative: Messaging With Content**

- Research
- Goals: what stage of the process are you in
- Print/Static: photography, type, copy, story telling
- Audio Visual: story-telling
- Out-of-home

Read:

Trades

Text: Chapters 5/6 (p.113-146)

How To: Chapter 9 (p.268-292)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Project Outline: Distribution; Project Outline: Research

### **Week 9, October 16: Advertising/Media**

- Budgets
- Targets
- Reach and Frequency
- Media Mix (tv, cable, mobile, digital, radio, out-of-home, event)

Read:

Trades

Text: Chapter 4 (p. 75-11)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Project Outline: Creative

### **Week 10, October 23: Publicity: Structure**

- Writers, photographers, event planners, talent managers
- Film
- Television
- Digital
- Events
- corporate (similarities, differences)

Read:

Trades

Text: Conclusion (p.277-281)

WTW: Chapter 10 (p. 150-155)

How To: Chapter 2 (p.13-33)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Project Outline: Advertising/Media

### **Week 11, October 30: Promotion: The Hybrid**

- Other people's budgets
- Targets
- Mobile
- Retail
- Influencers

Read:

Trades

Text: Chapter 8 (p.175-186)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)
- Project Outline: Publicity

### **Week 12, November 6: How To Present:**

- Written: structure sets you free (flow, intro, assets, close)
- Oral: Preparation and Practice (timing, copy, visuals)

Read:

Trades

How To: Chapter 6 (p.120-153); Chapter 10 (p.295-307)

Due:

- Article Overview/Analysis (one page; 3-5 paragraphs)



- Project Outline: Promotion

**Week 13, November 13: Review**

Read:

How To: Chapter 1 (p.3-12); Chapter 3 (p.34-52)

Due:

Intros and Summations

**Week 14, November 20: Class Presentations**

**Week 15, November 27: Class Presentations**