

## **DC481/DC381 Distribution and Exhibition**

Wednesday 5:45 p.m. to 9 p.m.

Instructor: Pamela Sherrod Anderson

Weekday email communication is preferred.

[psherrod@depaul.edu](mailto:psherrod@depaul.edu)

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Wednesday office hours 4:30 to 5:30 p.m.

Business Cell: 773-852-9870

### **Course Description**

Conventional and emerging modes of motion picture distribution with special emphasis on digital streaming and exhibition.

### **Course Goals**

The purpose of this class is to introduce the student to how film distribution and exhibition operates, focusing on the following objectives for the quarter:

1. Students will be able to analyze the various revenue streams a film generates through its distribution windows cycle.
2. Students will develop a solid understanding of the film exhibition business.
3. Students will become familiar with the key deal points of film distribution and sales agreements.
4. Students will become familiar with the importance of a clear chain of title for film distribution and how to option a property.
5. Students will study new release platforms and revenue sources in the digital online world and other key ancillary markets.

### **Course Overview**

This class will include lectures and discussion, individual and group assignments, guest speakers, a midterm and final. Each class will begin with a discussion of the weekend box office results and industry news and events. The class will have a lecture and discussion covering topics on the syllabus and from readings. During the quarter the class will break into groups to work on projects and assignments in class. There will be guest speakers on Skype or in class to discuss the industry and their particular area of expertise. The guest speakers are TBD subject to their schedule and availability.

## **Class Schedule**

***Note: The schedule is subject to change. Please review weekly D2L updates.***

Week 1 - Jan. 9

Introduction to course and to each other.

Review syllabus and class requirements.

Lecture and Discussion: From Movie Dreams to Distribution/Exhibition Reality

Reading Assignment: The Movie Business Book Section I - The Creators

Week 2 - Jan. 16

Lecture and Discussion: The Filmmakers and Their Journey

Reading Assignment: The Movie Business Book Section II - The Property

Week 3 - Jan. 23

Lecture and Discussion: Story and Its Price

Reading: The Movie Business Book Section III - Money

Contracts. The breakdown in distribution, who gets what and why.

Week 4 - Jan. 30

Lecture and Discussion: Finding and Building Audience, Film Festivals and Markets

Reading: The Movie Business Book Section VII

Week 5 - Feb. 6

### **Midterm**

Lecture and Discussion: Theatrical Distribution

Reading: The Movie Business Book Section IX

Week 6 - Feb. 13

Lecture and Discussion: Theatrical Exhibition

Reading: The Movie Business Book Section Chapter X

Week 7 - Feb. 20

Weekend Box Office Report

Lecture: Theatrical Exhibition

Reading: The Movie Business Book Chapter X

Week 8 - Feb. 27

Weekend Box Office Report

Lecture and Discussion: Home Video

Reading: The Movie Business Book Chapter XI, Class Handouts

Week 9 - March 6

Weekend Box Office Report

Lecture: Television and Ancillary Revenues

Week 10 - March 13

Reviews and analysis

Week 11 - March 20

Final Project

### **Breakdown**

Midterm Quiz	25 percent
Final	30 percent
Project/Presentation	20 percent
Class Attendance/Participation & Class Assignments	25 percent

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0.

A indicates excellence; B, good work; C, satisfactory work, D, unsatisfactory work; and F, failure to do assignments, participate in class and a failure to understand course concepts.

### **Breaking Down The Letter Grades**

An "A" means the writing assignment has the following four components:

- Accurate facts, an engaging beginning, strong quotes, good details.
- The quality of your writing is very high. Sentences are sharp, clear, concise and correct. Paragraphs are unified, organized and coherent. The writing is organized and focused. There are no spelling or grammatical errors and work is handed in on the date it is due. Sources for research are identified.

An “A” means you have mastered the basic skills required for researching and writing.

A “B” means meeting three out of four items listed above or doing all of them some of the time. You are competent in the basic skills required for researching and writing.

A “C” means meeting two out of four, or not meeting the four standards at least half of the time. This grade means you have more work to do to demonstrate the basic skills required for researching and writing.

A “D” indicates work that shows a deficiency in knowledge of the material and the quality of the writing is poor. There are substantial problems with the assignment. If you receive this grade you are encouraged to make an appointment to discuss the assignment. A grade of “D” also indicates missed assignments have affected the grade.

An “F” is a failing grade that represents work that deserves no credit. This grade indicates a missed assignment or evidence that the student has made no effort to meet the basic requirements of the assignment. If you receive an “F” for reasons other than a missed assignment, you must make an appointment to discuss the assignment. An “F” indicates a failure to meet minimum requirements and is given in cases of constant absences or missed assignments.

\* Attendance means showing up for class and being present at the start of class. Participation means being part of class discussions, being prepared and not waiting to be called upon.

### **Note to Online Students**

For online students, in-class oral presentations and project assignments become written reports for you.

### **Note to All Students**

If you have any questions about assignments, the class or grades, please contact me by email [psherrod@cdm.depaul.edu](mailto:psherrod@cdm.depaul.edu) or stop by CDM office 522 during regularly scheduled office hours on Thursdays from 3 to 5 p.m. If another time is better for you, let me know and we can find time to talk by phone or to meet. -

Pamela Sherrod Anderson

### **TEXTBOOKS**

#### **Required Text/Kindle Digital Edition**

The Movie Business Book 4th Edition, Jason E. Squire

#### **Recommended Text/Kindle Digital Edition**

The Business of Media Distribution 2nd Edition Jeffrey C. Ulin

Clearance & Copyright 4th Edition Michael C. Donaldson  
Think Outside The Box Office, Jonathon Reiss

### **Required Websites**

The Numbers

Box Office Mojo

Deadline Hollywood

Hollywood Reporter

Shadow and Act

### **Course Management**

This course is housed and managed on D2L, where online and in-class sections are linked together. You will find each week's recorded lecture, required reading material and your assignments.

Also posted on D2L will be films screened in class or those that require individual viewing on **ColTube** - an online DePaul video player available for Mac and PC.

<http://coltube.cdm.depaul.edu/ColTube/Home/>

### **Course Policies**

Attendance: Classroom attendance is mandatory. More than one excused absence will result in a lower grade for each absence.

Deadlines: Strict adherence to deadlines is expected. Materials presented or posted late will result in a negative grade for the assignment.

Other: Screenings, script readings and handouts as assigned TBD per class.

### **School Policies**

Changes to Syllabus: The syllabus is subject to change during the quarter. If a change occurs it will be addressed during class, posted on D2L and sent by email.

## **Online Course Evaluations**

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn't can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors' peers may also be helpful, but evaluation results based on high response rates may be statistically reliable (believable). As you experience this course and material, think about how your learning is impacted. Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul. Don't miss this opportunity to provide feedback!

## **Academic Integrity and Plagiarism**

This course will be subject to the academic integrity policy passed by faculty. More information can be found at <http://academicintegrity.depaul.edu/>.

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials, be sure to consult the instructor.

## **Withdrawal**

Students who withdraw from the course do so by using Campus Connection system (<http://campusconnect.depaul.edu>). Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

## **Retroactive Withdrawal**

This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college

career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM. The deadlines for submitting appeals are as follows:

Winter Quarter: Last day of the last final exam of the subsequent spring quarter.

Spring Quarter: Last day of the last final exam of the subsequent autumn quarter.

Summer Terms: Last day of the last final exam of the subsequent autumn quarter.

### **Excused Absence**

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at <http://studentaffairs.depaul.edu/dos/forms.html>. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

### **Incomplete**

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

- All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.
- If approved, students are required to complete all remaining course requirement independently in consultation with the instructor by the deadline indicated on the incomplete request form.
- By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.

- An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

## **Students with Disabilities**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: Student Center, LPC, Suite #370

Phone number: (773)325.1677

Fax: (773)325.3720

TTY: (773)325.729

## **Class Time**

Class Discussion: Student participation is expected. Students are encouraged to ask questions and offer comments relevant to the topic. Students also will be called upon by the instructor to offer comments on the reading assignments. Student are also expected to keep up with reading assignments to participate in class discussions.

Attitude: A professional and academic attitude is expected throughout the course. Examples of non-academic or unprofessional attitude include talking to others when the instructor or another student is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise, a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate student issues.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, intellectually and personally, to be socially responsible leaders. It is the expectation that all dialogue in the course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. If you need to answer a call during class, students must leave the room without disrupting others. Out of respect to fellow students and the professor, texting or game playing is never allowed in class. If you are required to be on call as part of your job, please advise the professor at the start of the course.



