



AN INTRODUCTION TO THE

ENTERTAINMENT INDUSTRY



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JOB PROFILES

COLIN CAMPBELL

Freelance Writer/Producer/Director

Colin Campbell is a freelance writer/producer/director who works primarily at NBC News and The History Channel. Colin has also worked for E! Entertainment Television, Extra, and KCAL in Los Angeles. He attributes his success at staying busy as a freelancer to always working hard and always delivering what people are buying. "Know your limits," he said. "Over-promising won't help. No one likes to say 'no,' but if a project can't be done, say so."

Campbell graduated from Cal Poly San Luis Obispo with the goal of working in television news. He landed his first job at a local television station in San Luis Obispo. "I was sitting in the lobby of the television station at the right time," Campbell said. He was applying for a job when the morning show producer abruptly quit. The news director needed a replacement and fast. Campbell had worked at the station as an intern in college, and his boss remembered him as a hard worker and offered him the job.

"The nice thing about small market internships is they give students an opportunity to do everything. That's something you can't do in large television markets because of unions and other restrictions," Campbell said.

Campbell's big opportunity in Los Angeles came with the 1995 O.J. Simpson trial. With many writers and producers assigned to cover the trial, KCAL needed freelance news writers. He hasn't taken a staff job since.

Campbell enjoys the variety of producing the 5 P.M. news for NBC one week and working on an hour-long documentary about the Wild West for the History Channel the next month. "I end up knowing a little about a lot of things in news and a lot about one little thing for the History Channel," he said.

Surviving as a freelance journalist isn't easy, Campbell said. It's "a balancing act to make sure your plate is full but not too full." Over the past 10 years, the television news business has changed. More and more freelancers are being hired, and fewer staff jobs exist. Many of the people who freelance in the larger television markets belong to a labor union and receive health insurance and other benefits through the union.

Campbell believes anybody can learn to write well. He said there are some tricks, but they can be taught. "Practice is key and a willingness to be self-critical."

choice for Americans. Some of the reasons for the popularity of this medium will be discussed in the chapter on radio.

Recorded Music

Looking at the Media Usage chart in Figure 1, we see that Americans continue to spend less and less time with recorded music. This comes at a time when the recorded music industry is seeing sales slump and digital downloads skyrocket. The iPod has revolutionized the music industry as the portable device that dominates the market share. But what could be some of the other reasons why Americans are spending less time with recorded music? We'll explore that question and others in the chapter on music.

Video Games

The U.S. Census Bureau looked at the number of hours Americans spend with video games, and it has continued to rise since 2000 and is expected to continue rising through 2010. The average American spent 73 hours with video games in 2005. While the number is rising, it is still far below the number of hours spent with television, radio, and recorded music. The evolution of the video game industry is one of the topics addressed in the chapter on video games.

Film

Film continues to be a prominent segment in the entertainment industry as far as the amount of money spent making movies and the prestige of the film industry. However, Americans on average don't go to the movies very often. In 2005, the average American spent 12 hours going to see movies at the box office, which translates into approximately 5–6 movies a year for the average American. We spend significantly more time watching movies at home. These and other industry trends will be explained in the chapter on film.

Publishing

Compared to the amount of time we spend with television, Americans don't spend a lot of time reading. The number of hours spent with newspapers drops every year. Magazine and book reading remains relatively constant. In 2005, Americans on average spent 184 hours with newspapers, 124 hours reading magazines, and 108 hours reading books. Publishing trends will be further discussed in that chapter.

Additional Sources of Entertainment

While the Census Bureau's Media Usage chart covers some of the activities people turn to for entertainment, there are many other sources of entertainment not addressed in the chart that will be explored in this book.

Theater

One of the oldest entertainment options is theater. Long before most people could read, theater entertained the masses. Today, theatergoers can see shows on New York's Broadway, London's West End, and in a variety of regional and local theater houses to name just a few venues. Theater continues to be a vibrant place to work for both actors and for those who work behind the scenes. Some of the current challenges and trends facing the industry will be discussed in the chapter on theater.

Sports

Sports provide entertainment for both those who participate in them and those who watch them. Sports make up one of the largest segments of the entertainment industry. They appeal to people of all ages and consist of professional activities, such as baseball, football, basketball, hockey, and NASCAR, and mainly recreational activities like jogging, bowling, fishing, hiking, and bicycling. In the chapter on sports, we'll explore the diverse components that make up the sports industry and learn about the many job opportunities within it.

Theme Parks

Theme parks offer people hours of entertainment, as they allow visitors to escape into a simulated world. Thrill rides, shows, and interactive attractions are a standard part of today's theme park experience. According to the International Association of Amusement Parks and Attractions (IAAPA), in the United States alone, more than 335 million people visit theme parks every year, generating more than \$11.5 billion.³ In the theme parks chapter, we'll discuss what makes theme parks so popular and examine some of the issues currently impacting the industry.

Gambling and Casino Gaming

Gambling can provide hours of entertainment for those wanting to try their luck in hopes of hitting the jackpot. Gambling and casino gaming have expanded significantly throughout the United States and Asia over the last few decades, as more and more gaming locations have been legalized. Between 1995 and 2006, casino revenues more than doubled from \$16 billion to \$37.4 billion.⁴ In the chapter on gambling and casino gaming, we'll show you why and how this has occurred.

Travel and Tourism

A greater focus on leisure time and a shift in demographics have led to increased interest in travel and tourism. Today's tourism industry includes airline and train travel, escorted bus tours, cruises, all-in-one vacation packages, and specialty travel. It also encompasses a trend toward upscale accommodations and gourmet dining. The Internet has made travel much more accessible for consumers who want to plan their own trips without relying

heavily on travel agents. We'll explore more of these trends in the chapter on travel and tourism.

Museums

Museums can serve a dual purpose of both educating *and* entertaining. While museums once were places where people could learn about art, history, and science in a passive manner through the observation of artifacts, some of today's museums are much more hands-on and interactive. In the chapter on museums, we'll show you how the public's growing interest in interactivity has led many museums to focus on developing innovative exhibits that serve to educate their patrons while keeping them entertained.

Shopping

Shopping isn't merely shopping anymore—it's become a form of entertainment. Many developers are blowing the lids off traditional shopping malls and replacing the nondescript structures with outdoor venues that resemble downtown areas with lots of shopping and a dose of entertainment mixed in. You can dine, see a movie, hear a band, watch a fashion show, get an autograph, and watch a baseball game as well as do a little shopping. In the chapter on shopping, we'll explain the latest trends in malls and how entertainment and shopping really do go together.

Event Planning

Special events often provide a form of entertainment for the public and are therefore included in this book on the entertainment industry. Whether they are small social events, such as birthday or anniversary parties, or large-scale public events, such as the Academy Awards, special events are designed to keep those who attend them engaged and entertained. Event planning can be a fun and profitable career for those who are organized and detail oriented. In the event planning chapter, we'll discuss what it takes to put together big and small events and have them go off without a hitch.

What's Been Left Out?

Obviously, in a book like this, it's not possible to cover every single aspect of the entertainment industry. As a result, some readers may not find everything they thought they would find in this book. For example, some might argue that the Internet can be its own source of entertainment and therefore worth its own chapter. However, the authors felt this went beyond the parameters of this book. Instead, we've chosen to incorporate into the individual chapters some of the ways the Internet is being used in different segments of the entertainment industry.

Overall, we hope the topics covered in the upcoming chapters will provide you with a good overview of the many different aspects of the entertainment industry. And if you're

interested in learning more about these or other entertainment-related topics, we encourage you to pursue additional reading and research that will enlighten you even further.

The information for this book was compiled in late 2008 when the United States was facing difficult economic times. As a result, some of the information discussed reflects the state of the economy at the time of the book's writing. In addition, all referenced website links were current when the book was written.

Issues and Trends within the Industry

Many key issues and trends are having an impact on today's entertainment industry. Here are some of the topics that will be explored further in this book.

Big Media Companies

The big media companies are getting bigger. Consolidation of media ownership in the 1980s and '90s has led to some big fish in the entertainment industry. Some of the biggest media companies are The Walt Disney Company, Time Warner, News Corp., General Electric, Sony Corp., and the Tribune Company. These companies have entertainment holdings that span film to television, radio to newspapers, sports to websites. The big media companies are no longer in the film business or television business—these companies are in the entertainment business—all of it. Students of entertainment are wise to understand how diverse some of these companies are. The *Columbia Journalism Review* keeps track of media ownership on its website, www.cjr.org/resources.

Vertical Integration

As the media companies get larger, they also have more vertical integration. That means that some of the big media companies control the entertainment product during production and delivery to the consumer. Time Warner is an example of a company with vertical integration. Time Warner owns Warner Bros. Television Production, The CW Television Network, and Warner Home Video. Time Warner has the ability to produce a television show, air the show on its CW television network stations, and eventually release the program as a series on DVD under the Warner Home Video label. Time Warner owns the content every step of the way from concept to delivery to consumer.

The advantage of vertical integration for the company is its ability to streamline costs. The disadvantage of vertical integration to the consumer is a monopoly of the market.

Horizontal Integration

Some of the big media companies are also utilizing horizontal integration to control more of the market share. Horizontal integration occurs when a media company owns assets that compete for the same demographic in the same entertainment sector.