

Entertainment News Production: *A Case Study*

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Entertainment News Overview:

Significance of Entertainment News & Historical Background

- Large Economic Significance
 - \$3 billion annual revenue (*The Week*, 2011)
 - Public has insatiable appetite, expected to increase w/ social media
- Historical Background
 - Celebrity created in silent film era; high control over celebrity's image
 - Increase in technology created more access
- Definition of “Celebrity”
 - “Any person with attention-getting, interest-riveting and profit-generating ‘value’ . . . One defining characteristic of celebrity is that a social actor attracts large-scale public attention; the greater the number of people who know and pay attention to the actor, the greater the extent and value of [the celebrity].” (Rein, Kottler, and Stoller as cited in Violina, Pollock, and Hayward, 2006, p. 50)

Phenomenon of Stardom:

How a “Celebrity” is Created & Becomes Relevant

- Dyer’s Two Phase Process to Creating a Celebrity
 - PHASE ONE: Star introduced as real person with human characteristics
 - PHASE TWO: Personal characteristics/beliefs now come to surface
- Dyer’s 4 Ways Media Constructs Celebrity’s Image
 1. Promotion
 2. Publicity
 3. Films/Work
 4. Criticism and Commentaries

Social Implication of Entertainment News:

Why the Public Cares About Celebrities & Outcomes

- Orin Klapp's 3 Roles Celebrities Take On In Media
 - Roles act to reinforce and/or alter existing social norms and the *status quo*
 1. Reinforcement
 2. Seduction
 3. Transcendence
- Outcomes of Entertainment News Consumption
 - “Surveillance Culture”
 - Celebrities used to sell products to the public

Criteria For Entertainment News:

How Media Decides What Celebrities are Relevant/Worth Covering

Gorin and Dubied's 5 Criteria

1. Entertainment news' sole focus is on people "who are dynamic, evolving, narrative-centered icons" (Gorin and Dubied, 2011, p. 600)
2. Stars have "dual personas" that simultaneously represent "both the ordinary and the extraordinary, the glamour and the vulgarity . . . embodying both the imitable and the inimitable." (Gorin and Dubied, 2011, p. 600)
3. Emphasizes the star's private life and their personal behavior, which further enhances the duality of the star.
4. By putting attributes of the star on display including fashion, lifestyle they lead, luxurious or over-the-top behaviors, sets celebrities apart from normal people (i.e. the public).
5. Entertainment news items are produced and reported "according to specific media procedures . . . categorized as news because journalists write them according to a set of principles, the recordings of facts and documentary evidence." (Gorin and Dubied, 2011, p. 601)

Case Study – Maximo TV:

Overview of Maximo TV

- History and Mission

- Founded in 2008 by Enrique “Rico” Damacén
- Compile [video](#) of celebrities and sell

- Daily Operations

- Studio environment
 - Technical work conducted
 - Editing, voice overs, publishing, script writing, research, etc.
- Events/Red Carpet Environment
 - Footage shot, interviews conducted
 - Relevancy determined
 - Currently linked to scandal
 - Highly anticipated new project
 - Constant and prevailing presence in entertainment news due to relative success



Case Study – Maximo TV:

Analysis of Maximo TV Compared to Research Conducted

Gorin and Dubied's 5 Criteria

1. Scandals linked to changing celebrities' lives generate interest, covered heavily by Maximo TV
 - Adrienne Maloof
2. Interviews to ask invasive questions
 - [Desiree Hartstock and fiancé Chris Siegfried](#)
3. Professional/personal choices decide who/what is covered
 - Brandi Glanville/Lisa Vanderpump
4. Reason outlets like Maximo TV exist – provide inside coverage
 - [Fashion shots](#)
5. Maximo TV responsible for/should be aware of persona of celebrity
 - [Ryan Reynolds](#)

Conclusion

- Producer Initiative vs. Public Demand
- “Star System” using mass media to generate intimate connection between celebrities and fans
- Maximo TV’s role in entertainment news coverage
- My prediction for future of entertainment news