

40-HOUR VIDEO COMPANION TO THE BOOK

HEROES AND SCOUNDRELS:

THE IMAGE OF THE JOURNALIST IN POPULAR CULTURE

By Matthew C. Ehrlich

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**The *Heroes and Scoundrels* Video was written and produced
by Matthew C. Ehrlich and Joe Saltzman
edited by Megan Chao and Joe Saltzman**

**It is a production of The Image of the Journalist in Popular Culture (IJPC)
A Project of the Norman Lear Center
Annenberg School for Communication and Journalism
University of Southern California**

THE VIDEO

The *Heroes and Scoundrels* companion video follows the outline of the book and is divided by the same chapters using excerpts from more than 350 movies, television and radio programs, Broadway plays and video games. More than 8,000 hours of video were edited down to the 40-hour final video project, which summarizes through visual and audio excerpts examples used in the book.

Only members of the IJPC Associates will be legally allowed to receive the video package, which includes the video for each chapter:

Chapter One – History – 3:31:31
Chapter Two – Professionalism – 5:35:43
Chapter Three – Difference – 7:19:38
Chapter Four – Power – 7:01:58
Chapter Five – Image – 6:47:03
Chapter Six – War – 4:22:41
Conclusion – The Future – 3:02:54

IMMEDIATE ACCESS TO BOTH THE BOOK AND THE VIDEO:

The book is available on Amazon in hardcover, paperback, e-book, Kindle and aps for iPads, iPhones and other smart phones.

The complete video program will be available to IJPC Associates on Quicktime Player .mp4 files. We have purchased a series of 1TB Hard drives for your convenience. Since the 40-hour video package takes up about 250GB, that means you will have 750GB of storage space for your own videos, documents and photographs.

But there are several unavoidable costs involved:

* Only members of the IJPC Associates will be legally allowed to receive the video package free of charge. If you are not already a member of the IJPC Associates, with proof of purchase of the book, your annual fee will be reduced from \$50 to \$35. If you are a member, this cost will not apply.

*The cost of the brand-new 1TB Hard drive, complete with the mp4 files of the 40-hour *Heroes and Scoundrels* video package is \$80.00. This includes shipping and handling costs. That price only covers the cost of the hard drive and shipping/handling. There is no charge for the 40-hour video set. Please specify whether you want Apple or Windows application.

There are several ways that you can use the video files stored on your new hard drive for student use:

*You can make copies and store them in your digital lab or library or student resource center giving students permission to copy the mp4 files to their own hard drives, computers or flash drives (one chapter at a time).

*You can schedule outside classroom or digital lab time so students can watch the weekly video assignments in groups or individually. You could schedule a viewing classroom situation several afternoons and evenings to accommodate student needs (depending on the size of the class).

*If your IT department is sophisticated enough, it should be able to set up a closed, password-protected campus Internet site so students can watch the videos anywhere at any time.