

# GLOSSARY

**30-Year Rule** Developed by Paul Saffo, the theory that it takes about 30 years for a new technology to be completely adopted within a culture.

**3-D Printing** A process that uses a large commercial printer and liquid plastic to fabricate individual, custom-designed pieces of equipment based on computer-generated designs.

**AAM** Alliance for Audited Media (formerly Audit Bureau of Circulations). An independent agency of media market research that verifies and publishes circulation figures for member magazines.

**ABC** Australian Broadcasting Corporation.

**Accreditation** The process by which the government certifies members of the press to cover government-related news events.

**Advance** An amount the publisher pays the author before the book is published.

**Advertising Campaign** A planned advertising effort, coordinated for a specific time period.

**Advertorial** Paid advertising supplements in newspapers and magazines that often look similar to the regular news pages.

**Affiliates** Stations that use network programming but are owned by companies other than the networks.

**Agenda-Setting** The belief that journalists don't tell you *what* to think but do tell you *what and whom* to think about.

**All-Platform Journalists** Broadcast journalists who act as their own producer, cameraperson and editor, and sometimes also transmit live video.

**Alternative (Dissident) Press** Media that present alternative viewpoints that challenge the mainstream press.

**Analog** In mass communications, a type of technology used in broadcasting, whereby video or audio information is sent as continuous signals through the air on specific airwave frequencies.

**Ancillary Rights** Marketing opportunities related to a movie, in addition to direct income from the movie itself.

**App** Mobile application.

**ASCAP** American Society of Composers, Authors and Publishers.

**Audiobooks** Abridged or complete versions of classic books and popular new titles available on CDs and as Internet downloads.

**BBC** British Broadcasting Corporation, the government-funded British broadcast network.

**Blacklisting** Studio owners' refusal to hire someone who was alleged to have taken part in subversive activities.

**Blanket Licensing Agreement** An arrangement whereby radio stations become authorized to use recorded music for broadcast by paying a fee.

**Blind Booking** The practice of renting films to exhibitors without letting them see the films first.

**Block Booking** The practice of requiring theaters to take a package of movies instead of showing the movies individually.

**Blockbuster** A book that achieves outstanding financial success.

**Blog** Short for Web log. A running Internet discussion group where items are posted in reverse chronological order. Blogs usually focus on a specific topic.

**BMI** Broadcast Music, Inc., a cooperative music licensing organization.

**Branded Content, Content Marketing,**

**Branded Entertainment** A program or story that mimics regular commercial programming or standard journalism but is custom-produced by an advertiser to promote a specific product and may or may not be labeled as an advertisement.

**Broadcast Cross-Ownership** The practice of one company owning TV and radio stations in the same broadcast market.

**Browser** Software that allows people to display and interact with information on Web pages.

**Bundle** The combination of telecommunications services that the media industries can offer consumers.

**CATV** Community antenna television or cable television.

**CDA** Communications Decency Act.

**CD-RW (Re-Writable) Drives** Computer drives that read data and music encoded in digital form and can be used to record more than once.

**Censorship** The practice of suppressing material that is considered morally, politically or otherwise objectionable.

- Checkbook Journalism** The practice of a news organization paying for an interview or a photograph.
- Click-Through Rate** The rate at which people who see an ad on an Internet site click through to learn more.
- Cloud Computing** The remote use by one business of another company's computer space, operating "in the cloud."
- Company Magazines** Magazines produced by businesses for their employees, customers and stockholders.
- Compatible** Media that can function well with one another to exchange and integrate text, pictures, sound and video.
- Concentration of Ownership** The current trend of large companies buying smaller companies so that fewer companies own more types of media businesses.
- Conglomerates** Companies that own media companies as well as businesses that are unrelated to the media business.
- Consensus Journalism** The tendency among many journalists covering the same event to report similar conclusions about the event.
- Consumer Magazines** All magazines sold by subscription or at newsstands, supermarkets and bookstores.
- Convergence** The melding of the communications, computer and electronics industries. Also used to describe the economic alignment of the various media companies with each other to take advantage of technological advancements.
- Cooperative News Gathering** Member news organizations that share the expense of getting the news.
- Copyright Alert System (CAS)** A government-mandated warning to alert consumers who try to download copyrighted material.
- CPM** Cost per thousand, the cost of an ad per 1,000 people reached. (M is the Roman numeral for 1,000.)
- Crisis Communication** A timely public relations response to a critical situation that could damage a company's reputation.
- Cross-Ownership** The practice of one company owning radio and TV stations in the same broadcast market.
- Cybersmears** Negative information organized and presented on the Internet as continuing attacks against a corporation.
- Data Compression** The process of squeezing digital content into a smaller electronic space.
- Data Farms** Locations that house data centers for the servers that process data flowing over the Internet.
- Data Streaming** A common type of cloud computing that allows the user to play back an audio or video file without first completely downloading it.
- DBS** Direct broadcast satellite.
- Demographics** Data about consumers' characteristics, such as age, gender, income level, marital status, geographic location and occupation.
- Deregulation** Government action that reduces restrictions on the business operations of an industry.
- Digital Audio Broadcast** A new form of audio transmission that eliminates all static and makes more program choices possible.
- Digital Communication** Data in a form that can be transmitted and received electronically.
- Digital Divide** The gap between people who have Internet access and those who do not.
- Digital Media** All emerging communications media that combine text, graphics, sound and video using electronic technology.
- Digital Replica Magazines** Magazines that are published in both printed and digital versions.
- Direct Sponsorship** A program that carries an advertiser's name in the program title.
- DMCA** Digital Millennium Copyright Act.
- Drive-Time Audiences** People who listen to the radio in their cars during 6 to 9 a.m. and 4 to 7 p.m.
- DVR** Digital video recorder.
- E-books** Electronic books.
- E-mail** Mail that is delivered electronically over the Internet.
- Embed** During the Iraq War, a term used to describe journalists who were allowed to cover the war on the frontlines, supervised by the U.S. military.
- Ethics** The rules or standards that govern someone's conduct.
- Ethnocentric** Promoting the superiority of one ethnic group over another.
- Fabrication** Something made up in order to deceive.
- False Light** The charge that what was implied in a story about someone is incorrect.
- FCC** Federal Communications Commission.
- Feedback** A response sent back to the sender from the person who receives the communication.
- File Sharing** The distribution of copyrighted material on the Internet. *Illegal* file sharing is distribution of copyrighted material *without* the copyright owner's permission.

- Fleeting Expletives** Profanity uttered without warning on live television.
- Freelancers** Writers who are not on the staff of a magazine but who are paid for each individual article published.
- HD Radio** Hybrid digital technology that improves sound quality and makes it possible for radio stations to transmit real-time text messaging along with their programming.
- High-Definition Television (HDTV)** The industry standard for digital television transmission as of 2009; it provides a picture with a clearer resolution than earlier TV sets.
- Home Page** The first page of a Web site, which welcomes the user.
- Hot Spot** A public area like a restaurant or hotel where people with laptops and hand-held Internet devices can connect to the Internet without a wire.
- HTML** Hypertext markup language.
- HTTP** Hypertext transfer protocol.
- HUAC** House Un-American Activities Committee.
- Hudson Test** A legal test that establishes a standard for commercial speech protection.
- IHT** *International Herald Tribune*, the world's largest English-language newspaper, renamed the *International New York Times* in 2013.
- Illuminations** Hand-colored decorative drawings used to enhance printed text.
- Intellectual Property Rights** The legal right of ownership of ideas and content published in any medium.
- Interactive** A message system that allows senders and receivers to communicate simultaneously.
- Internet** An international web of computer networks.
- Internet of Things (IoT)** A computing concept that envisions a society where all electronic devices are interconnected through the Internet and, in turn, can process and share information and interact globally.
- ISP** Internet service provider, also called an Internet access provider.
- LAPS Test** A yardstick for local obscenity judgments, which evaluates an artistic work's literary, artistic, political or scientific value.
- Libel** A false statement that damages a person's character or reputation by exposing that person to public ridicule or contempt.
- Libelous** A statement is libelous if it is false and damages a person's character or reputation by exposing that person to public ridicule or contempt.
- Links** Electronic connections from one source of information to another.
- LP** Long-playing record.
- Magic Bullet Theory** The assertion that media messages directly and measurably affect people's behavior.
- Mass Communication** Communication from one person or group of persons through a transmitting device (a medium) to large audiences or markets.
- Mass Media Content Analysis** An attempt to analyze how mass media programming influences behavior.
- Mass Media Effects Research** An attempt to analyze how people use the information they receive from the media.
- Mass Media Industries** Eight types of media businesses: books, newspapers, magazines, recordings, radio, movies, television and the Internet.
- Media** Plural of the word *medium*.
- Media Cross-Ownership** Government rules that would allow broadcasters to own newspapers located in the same media market as their broadcast station(s).
- Medium** The means by which a message reaches the audience. Also, the singular form of the word *media*.
- Message Pluralism** The availability to an audience of a variety of information and entertainment sources.
- Misrepresentation** The presentation of a false or misleading representation of something or someone.
- MOOCs** Massive open online courses.
- MPA** The Association of Magazine Media, originally the Magazine Publisher's Association.
- MPAA** Motion Picture Association of America.
- Muckrakers** Investigative magazine journalists who targeted abuses by government and big business.
- Narrowcasting** Segmenting the radio audience.
- Net Neutrality** Rules for Internet service providers that require them to keep their networks open and available to carry all legal content. Under these rules, providers cannot exclude other providers from access to their network nor can they limit the type or delivery of content they carry.
- Network** A collection of radio or TV stations that offers programs, usually simultaneously, throughout the country, during designated program times.
- News Aggregators** Technology-based companies that primarily gather and re-format

viral news content borrowed from traditional news organizations and social networks, then post the content as news on their own sponsored sites.

**NII** National Information Infrastructure.

**Noise** Distortion (such as static) that interferes with clear communication.

**NSL** National Security Letter.

**NWICO** New World Information and Communications Order. The concept that mass media should include all areas of the world, not just the West.

**O & Os** TV stations that are *o*wned and *o*perated by the networks.

**Pass-Along Readership** People who share a magazine with the original recipient.

**Payola** The practice of accepting payment to play specific recordings on the air.

**Paywall** A fee-for-access system set up by a newspaper to charge readers for Internet content.

**Penny Press or Penny Paper** A newspaper produced by dropping the price of each copy to a penny and supporting the production cost through advertising.

**Persuasion** The act of using argument or reasoning to induce someone to do something.

**Phonetic Writing** The use of symbols to represent sounds.

**Photojournalism** Using photographs to accompany text to capture a news story.

**Pictograph** A symbol of an object that is used to convey an idea.

**Plagiarism** Passing off as your own the ideas or writings of others.

**Podcast** An audio or video file made available on the Internet for anyone to download, often by subscription.

**Point-of-Purchase Magazines** Magazines that consumers buy directly, not by subscription. They are sold mainly at checkout stands in supermarkets.

**Pool Reporting** An arrangement that places reporters in small, government-supervised groups to cover an event.

**Pop-Up** An advertisement on a Web site that appears on the screen either behind a Web page when someone leaves the site or on top of the Web site home page when someone first visits.

**Prime Time** The TV time period from 7 to 11 p.m. when more people watch TV than at any other time.

**Prior Restraint** Government censorship of information before the information is published or broadcast.

**Professional Ethics** The rules or standards governing the conduct of the members of a profession.

**Public Domain** Publications, products and processes that are not protected by copyright and thus are available free to the public.

**Public Relations** Creating understanding for, or goodwill toward, a company, a person or a product.

**Publicity** Uncontrolled free use of media by a public relations firm to create events and present information to capture press and public attention.

**Publishing** Placing items on the Web.

**Qualified Privilege** The freedom of the press to report what is discussed during legislative and court proceedings.

**Rating** The percentage of the total number of households *with TV sets* tuned to a particular program.

**Recording Industry Association of America (RIAA)** Industry association that lobbies for the interests of the nation's major recording companies. Member companies account for 95 percent of all U.S. recording company sales.

**Roth Test** A standard court test for obscenity, named for one of the defendants in an obscenity case.

**Royalty** An amount the publisher pays an author, based on an established percentage of the book's price; royalties run anywhere from 6 to 15 percent.

**RPM** Revolutions per minute.

**Satellite Radio** Radio transmission by satellite, with or without advertising, available by subscription.

**Search Advertising** Advertising in the form of a list and/or link to a company's site domain name through a specific online search word or phrase.

**Search Engine** The tool used to locate information in a computer database.

**Search Marketing** Positioning Internet advertising prominently next to consumers' related online search results.

**Seditious Language** Language that authorities believe could incite rebellion against the government.

**Selective Perception** The concept that each person processes messages differently.

**Server** The equipment that delivers programs from their source to the programs' subscribers.

**Share** The percentage of the audience *with TV sets turned on* that is watching a particular program.

**Shield Laws** Laws that protect journalists from revealing their sources and the information that is communicated between reporters and their sources in a journalistic relationship.



**Situation Comedy** A TV program that establishes a regular cast of characters typically in a home or work situation. Also called a sitcom.

**SLAPP** Strategic lawsuit against public participation.

**Social Network** An Internet community where users share information, ideas, personal messages, photographs, audio and video.

**Spiral of Silence** The belief that people with divergent views may be reluctant to challenge the consensus of opinion offered by the media.

**Star System** Promoting popular movie personalities to lure audiences.

**Studio System** An early method of hiring a stable of salaried stars and production people under exclusive contracts to a specific studio.

**Subscription Television** A new term used to describe consumer services delivered by cable and satellite program delivery.

**Subsidiary Rights** The rights to market a book for other uses—to make a movie or to print a character from the book on T-shirts, for example.

**Sweeps** The months when TV ratings services gather their most important ratings—February, May and November.

**Syndicates** News agencies that sell articles for publication to several newspapers simultaneously.

**Syndicators** Services that sell programming to broadcast stations and cable.

**Tabloid** A small-format newspaper that features large photographs and illustrations along with sensational stories.

**Telco** An abbreviation for “telephone company.”

**Time-Shifting** Recording a television program on a DVR to watch at a more convenient time.

**Touch Technology** Uses computing power to digitally enhance the five senses—touch, sight, hearing, taste and smell.

**Trade, Technical and Professional Magazines** Magazines dedicated to a particular business or profession.

**Two-Step Flow** The transmission of information and ideas from mass media to opinion leaders and then to friends.

**UAV** Unstaffed aerial vehicle, commonly called a *drone*.

**Vertical Integration** An attempt by one company to simultaneously control several related aspects of the media business.

**Viral Marketing** Creating an online message that is entertaining enough to get consumers to pass it on over the Internet like a virus.

**Wi-Fi** An abbreviation for *Wireless Fidelity*, which makes it possible to transmit Internet data wirelessly to any compatible device.

**Wiki** An Internet location where registered users collaborate to create, review and compile information on a shared site.

**WIPO** World Intellectual Property Organization.

**Yellow Journalism** News that emphasizes crime, sex and violence; also called jazz journalism and tabloid journalism.

**Zero TV Consumers** People who do not use a traditional TV set to watch programs via antenna, cable or satellite, but instead access TV programs only through video streaming on the Internet.

# MEDIA INFORMATION RESOURCE GUIDE

This guide offers a selection of current information sources to help research mass media topics. Many of these are print resources that also are available as e-books and online. Also included is a list of associations that provide information, including job listings, for specific media industries.

The study of mass media covers a wide range of scholarship besides journalism and mass communication. Historians, psychologists, economists, political scientists and sociologists, for example, often contribute ideas to media studies. This guide therefore includes a variety of research sources from academic and industry publications as well as from popular periodicals.

## These Research Sources Give a Good Overview

*The New York Times* is the best daily source of information about the media industries, especially the paper's Business section, where you will find regular reports on earnings, acquisitions and leaders in the media industries. *The New York Times* archive online helps locate the articles you need. *The International Herald Tribune*, published by *The New York Times*, offers the best global English-language coverage of mass media worldwide.

The *Los Angeles Times*' daily Calendar section follows the media business very closely, especially television and movies, because many video production companies are based in Los Angeles.

*The Wall Street Journal* and *The Washington Post* also carry media information, and both archives are indexed online. *The Wall Street Journal* charges users for access to most of its articles.

*Advertising Age* publishes special issues throughout the year focusing on newspapers, magazines, broadcasting and the Internet, as well as periodic estimates of total advertising revenue in each industry throughout the year. *Advertising Age* has an online index at *adage.com* but charges a fee and requires user registration for some articles and most statistical tables.

*Columbia Journalism Review* and *American Journalism Review* regularly critique developments in the print, broadcast and Internet industries. *Columbia Journalism Review* is published by New York's Columbia University Graduate School of Journalism. *American Journalism* is

published by the University of Maryland Foundation with offices in the Philip Merrill College of Journalism.

*Communication Abstracts*, *Communication Research*, *Journal of Communication* and *Journalism Quarterly* offer scholarly articles and article summaries about media issues. Journals that cover specific media topics include *Journal of Advertising Research*, *Newspaper Research Journal* and *Public Relations Review*.

## These Resources Offer Specific Media Industry Information

*Editor & Publisher*, updated regularly online at *editorandpublisher.com*, follows the newspaper business, including information about industry revenue.

*Broadcasting & Cable Yearbook* was an annual compilation of material about the broadcast industry that also included syndicators, brokers, advertising agencies and associations. The yearbook stopped publishing in 2010, but an archive of issues is available free online at *americanradiohistory.com*.

*Encyclopedia of American Journalism*, edited by Stephen L. Vaughn (Routledge, 2007) is the only single-volume reference work covering the history of journalism in the United States and is available in paperback and as a Kindle e-book. The *Encyclopedia* documents the historical distinctions between print media, radio, television and the Internet and their roles in the formation of a variety of social movements in the United States, including peace and protest, civil and consumer rights, environmentalism and globalization.

*Ulrich's Periodicals Directory* lists journals, magazines and newspapers alphabetically and by subject and is available in most libraries. Its online counterpart, *Ulrichsweb.com*, is continually updated with new information and includes an archive.

ASCAP (The American Society of Composers, Authors and Publishers) publishes a magazine called *Playback* that chronicles the recording industry.

*Hollywood Screenwriting Directory* is a compilation of contact information for what the publisher calls "Hollywood buyers," including street and e-mail addresses.

For annual compilations of movie listings and reviews, check *Roger Ebert's Movie Yearbook* (Andrews McMeel, 2012) and *Leonard Maltin's 2014 Movie Guide* (Signet, 2013).

The National Association of Broadcasters (NAB) produces some publications that cover the radio and television industries, including advocacy papers on subjects the NAB lobbies in Congress.

*Advertising Red Books* is a database of advertisers and advertising agencies, available at [redbooks.com](http://redbooks.com).

*Digital Media Wire* publishes daily online newsletters and updated directories covering the business of digital media (including music, videos, gaming and mobile media).

## These Resources Help Uncover U.S. Media History and Culture

John P. Dessauer's *Book Publishing: What It Is, What It Does* (R. R. Bowker, 1981) succinctly explains the history of the book publishing business. Another historical perspective and overview is available in *Books: The Culture & Commerce of Publishing* by Lewis A. Coser et al. (Basic Books, 1982). *Book Business: Publishing Past, Present and Future* by Jason Epstein (Norton, 2002) assesses the past and present book business. *The Book Publishing Industry* by Albert N. Greco, 2nd edition (Erlbaum, 2004) discusses marketing, production and changing technology.

*The Journalist's Bookshelf* by Roland E. Wolseley and Isabel Wolseley (Berg, 1986) is a comprehensive listing of resources about American print journalism.

The classic early history of American magazines is Frank Luther Mott's *History of American Magazines* (Appleton, 1930). *Pages from the Past: History and Memory in American Magazines* by Carolyn Kitch (University of North Carolina Press, 2008) examines the role of magazines in creating collective memory and identity for Americans.

*The Music Business and Recording Industry* by Geoffrey Hull, Thomas Hutchinson and Richard Strasser (Routledge, 2010) is a textbook that examines the economics of today's recording industry. *Appetite for Self-Destruction: The Spectacular Crash of the Record Industry in the Digital Age* by Steve Kopper (Soft Skull Press, 2009) offers a critical look at the last 30 years of the music business. *This Business of Music* by M. William Krasilovsky, Sidney Shemel, John M. Gross and Jonathan Feinstein (Billboard Publications, 2007) explains how the recording industry works.

*Listening In: Radio and American Imagination* by Susan J. Douglas (University of Minnesota Press, 2004) and *Radio Reader: Essays in the Cultural History of Radio* by Michele Hilmes (Routledge, 2001) specifically discuss the cultural impact of radio in the 20th century.

*A History of Films* by John L. Fell (Holt, Rinehart & Winston, 1979) and *Movie-Made America: A Cultural History of American Movies*, revised edition (Vintage, 1994) by

Robert Sklar provide a good introduction to the history of movies. Works examining the cultural, social and economic impacts on American society include *Movies and American Society* edited by Steven J. Ross (Wiley-Blackwell, 2002) and *American Film: A History* by Jon Lewis (Norton, 2007). *Hollywood Stories: A Book about Celebrities, Gossip, Directors, Famous People and More!* by Stephen Schochet (Hollywood Stories Publishing, 2010) is a chatty compilation of stories and useful information, available in hardback and as an e-book.

*International Film Guide* (International Film Guide, 2012) is an encyclopedic source for global movie information. Another good movie information resource is *The Film Encyclopedia* (Collins, 2012), currently in its 7th edition, by Ephraim Katz.

*The Columbia History of American Television* by Gary Edgerton (Columbia University Press, 2009) follows the technological developments and cultural relevance of TV from its early days to today. *From Daytime to Primetime: The History of American Television Programs* by James W. Roman (Greenwood, 2008) offers comprehensive coverage of TV history before 2008. The classic television history is Eric Barnouw's *Tube of Plenty* (Oxford University Press, 1975). Christopher H. Sterling and John M. Kittross provide another overview of radio and television history in *Stay Tuned: A History of American Broadcasting*, 3rd edition (Routledge, 2001).

*Confessions of an Advertising Man* by David Ogilvy (Southbank, 2004) is the classic insider's view of the business. Three other histories of American advertising are *The Making of Modern Advertising* by Daniel Pope (Basic Books, 1983), *Advertising the American Dream* by Roland Marchand (University of California Press, 1986) and *The Mirror Makers: A History of American Advertising and Its Creators* by Stephen Fox (University of Illinois Press, 1997). In 2011, Yale University Press published a current critique of advertising by Joseph Turow, *The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth*.

In 1923, Edward L. Bernays wrote the first book specifically about public relations, *The Engineering of Consent* (University of Oklahoma Press, reprinted in 1955). For an understanding of today's public relations business, you can read *This Is PR: The Realities of Public Relations* by Doug Newsom, Judy Turk and Dean Kruckeberg (Cengage, 2012).

*A Social History of the Media: From Gutenberg to the Internet* by Peter Burke and Asa Briggs, 2nd edition (Polity, 2005) and *Convergence Culture: Where Old and New Media Collide* by Henry Jenkins (NYU Press, 2008) discuss the emergence and evolution of communications media, their social impact and the relationship between media producers and consumers. For recent analysis of

the Internet's effects on society, read *The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think* by Eli Pariser (Penguin, 2011) and *The Shallows: What the Internet Is Doing to Our Brains* by Nicholas Carr (W. W. Norton, 2011).

To learn more about newsreels and to view the actual films, visit the University of South Carolina Web site, [sc.edu/library/newsfilm](http://sc.edu/library/newsfilm). Other major newsreel collections exist at the National Archives and Records Administration Web site at [archives.gov](http://archives.gov) and at the Library of Congress, [loc.gov/library/libarch-digital.html](http://loc.gov/library/libarch-digital.html). British Pathé newsreels are located at [britishpathe.com](http://britishpathe.com).

The most comprehensive academic journals specifically devoted to media history are *American Journalism*, published by the American Journalism Historians Association, and *Journalism History*, published by the E. W. Scripps School of Journalism at Ohio University, with support from the History Division of the Association for Education in Journalism and Mass Communication.

For information about historical events and people in the media who often are omitted from traditional histories, you can refer to *Up from the Footnote: A History of Women Journalists* by Marion Marzolf (Hastings House, 1977); *Great Women of the Press* by Madelon Golden Schilpp and Sharon M. Murphy (Southern Illinois University Press, 1983); *Taking Their Place: A Documentary History of Women and Journalism* by Maurine Hoffman Beasley and Sheila Jean Gibbons, 2nd edition (Strata Publishing, 2002); *Journalistas: 100 Years of the Best Writing and Reporting by Women Journalists*, edited by Eleanor Mills (Seal Press, 2005); *Black Journalists: The NABJ Story* by Wayne Dawkins, updated edition (August Press, 1997); *Ladies' Pages: African American Women's Magazines and the Culture that Made Them* by Noliwe M. Rooks (Rutgers University Press, 2004); *Minorities and Media: Diversity and the End of Mass Communication* by Clint C. Wilson and Felix Gutiérrez (Sage, 1985); *Gender, Race and Class in Media* by Gail Dines and Jean M. Humez (Sage, 2002); and *Facing Difference: Race, Gender and Mass Media* by Shirley Biagi and Marilyn Kern-Foxworth (Pine Forge Press, 1997).

### ***These Web Sites Follow Current Media Industry News***

Thousands of Web sites on the Internet offer useful material about the mass media. What follows is an alphabetical list of the specific sites that also appear at the end of each chapter. If you can't reach the Web site at the address listed, search using the site's name, listed in **bold type**. To find Web sites on a specific media topic, check **Working the Web** at the end of each chapter.

**Academy of Motion Picture Arts and Sciences**  
[oscars.org](http://oscars.org)

**Adrants**  
[adrants.com](http://adrants.com)

**Advertising Age**  
[adage.com](http://adage.com)

**Advertising Council**  
[adcouncil.org](http://adcouncil.org)

**All About Public Relations**  
[aboutpublicrelations.net](http://aboutpublicrelations.net)

**AllYouCanRead.com**  
[allyoucanread.com](http://allyoucanread.com)

**Amazon**  
[amazon.com](http://amazon.com)

**American Advertising Federation (AAF)**  
[aaf.org](http://aaf.org)

**American Association of Advertising Agencies**  
[aaaa.org](http://aaaa.org)

**American Booksellers Association (ABA)**  
[bookweb.org](http://bookweb.org)

**American Booksellers for Free Expression (ABFE Group at ABA)**  
[bookweb.org/abfe](http://bookweb.org/abfe)

**American Journalism Historians Association (AJHA)**  
[ajha.wildapricot.org](http://ajha.wildapricot.org)

**American Library Association (ALA)**  
[ala.org](http://ala.org)

**American Marketing Association (AMA)**  
[ama.org](http://ama.org)

**American Society of Journalists and Authors (ASJA)**  
[asja.org](http://asja.org)

**American Society of News Editors (ASNE)**  
[asne.org](http://asne.org)

**American Top 40 (AT40) with Ryan Seacrest**  
[at40.com](http://at40.com)

**AOL (formerly America Online)**  
[aol.com](http://aol.com)

**AOL Radio (formerly AOL Music)**  
[aolradio.slacker.com](http://aolradio.slacker.com)

**Apple.com/iTunes**  
[apple.com/itunes](http://apple.com/itunes)

**Apple Inc.**  
[apple.com](http://apple.com)

**Association for Education in Journalism and Mass Communication (AEJMC)**  
[aejmc.org](http://aejmc.org)

**Association of American Publishers**  
[publishers.org](http://publishers.org)



**Association of Hispanic Advertising Agencies (AHAA)**

*ahaa.org*

**Barnes & Noble**

*barnesandnoble.com*

**BBC News**

*bbc.com*

**Benton Foundation**

*benton.org*

**Biblio**

*biblio.com*

**Billboard and Billboard Business**

*billboard.com* and *billboard.com/biz*

**BookFinder**

*bookfinder.com*

**The Broadcast Archive**

*oldradio.com*

**BuzzFeed**

*buzzfeed.com*

**Canadian Broadcasting Corporation (CBC)**

**Radio-Canada**

*cbc.ca/radio*

**The Cartoon Bank**

*cartoonbank.com*

**CBS Corporation**

*cbscorporation.com*

**CBS Radio**

*cbsradio.com*

**CBS Television**

*cbs.com*

**Center for Investigative Reporting (CIR)**

*revealnews.org*

**Center for Journalism Ethics**

*ethics.journalism.wisc.edu*

**Center for Media and Democracy (CMD)**

*prwatch.org*

**Center on Media and Child Health (CMCH)**

*cmch.tv*

**Chartered Institute of Public Relations (CIPR)**

*cipr.co.uk*

**Clio Awards**

*clioawards.com*

**CNET**

*cnet.com*

**College Media Association (CMA)**

*collegemedia.org*

**Columbia Journalism Review (CJR)**

*cjr.org*

**Comcast Corporation**

*comcast.com*

**Committee to Protect Journalists (CPJ)**

*cpj.org*

**Condé Nast Media Company**

*condenast.com*

**C-SPAN**

*c-span.org*

**CyberJournalist.net**

*cyberjournalist.net*

**The Dallas Morning News**

*dallasnews.com*

**DEG Digital Entertainment Group**

*degonline.org*

**Digital Content Next (formerly the Online Publishers Association)**

*onlinepub.org*

**Directors Guild of America**

*dga.org*

**Disney/ABC Television Group**

*disneyabcpres.com*

**Electronic Frontier Foundation (EFF)**

*eff.org*

**EthicNet, European Ethics Codes**

*ethicnet.uta.fi/*

**Facebook**

*facebook.com*

**Fairness & Accuracy in Reporting (FAIR)**

*fair.org*

**Federal Communications Commission (FCC)**

*fcc.gov*

**Federal Trade Commission (FTC)**

*ftc.gov*

**FindLaw**

*findlaw.com*

**Folio: The Magazine for Magazine Management**

*foliomag.com*

**Foreign Policy Magazine**

*foreignpolicy.com*

**Forrester Research**

*forrester.com*

**Fox Movietone News**

*foxnews.com/on-air/movietone-news/index.html*

**Freedom Forum**

*newseuminstitute.org/freedom-forum/*

**Friday Morning Quarterback (FMQB)**

*fmqb.com*

**Gannett Company**

*gannett.com*

**Global Media Journal (GMJ)**

*globalmediajournal.com*

**Global Online Video Association***gova.cc***HBO (Home Box Office)***hbo.com***Hearst Corporation***hearst.com***Honolulu Star-Advertiser***staradvertiser.com***Index (Index on Censorship)***indexoncensorship.org***IndieBound***indiebound.org***Inside Radio***insideradio.com***Institute for Nonprofit News (INN; formerly the Investigative News Network)***inn.org***Institute for Public Relations (IPR)***instituteforpr.com***Institute of Electrical and Electronics Engineers (IEEE)***ieee.org***Interactive Advertising Bureau (IAB)***iab.net***International Association for Media and Communication Research (IAMCR)***iamcr.org***International Center for Journalists (ICFJ)***icfj.org***International Media Lawyers Association (IMLA)***internationalmedialawyers.org***International New York Times***international.nytimes.com***International News Media Association (INMA)***inma.org***International Public Relations Association (IPRA)***ipra.org***International Women's Media Foundation (IWMF)***iwmf.org***Internet Movie Database (IMDb)***imdb.com***Internews***internews.org***Investigative Reporters and Editors (IRE)***ire.org***Joan Shorenstein Center on Media, Politics and Public Policy (Harvard University)***shorensteincenter.org***Journal of Electronic Publishing (JEP)***journalofelectronicpublishing.org***Journalism Ethics Cases Online***journalism.indiana.edu/resources/ethics/***La Opinión***laopinion.com/***Los Angeles Times***latimes.com***Lucasfilm***lucasfilm.com***Media Center at New York Law School***nyls.edu/media\_center/media\_law\_and\_policy/***Media Effects Research Lab (MERL) at Penn State University***comm.psu.edu/research/centers/medialab***Media Law Resource Center (MLRC)***medialaw.org***MediaPost Communications***mediapost.com***MediaSmarts***mediasmarts.ca***The Miami Herald***miamiherald.com***MIT Media Lab Project***media.mit.edu***Moorland-Spingarn Research Center (MSRC) at Howard University***library.howard.edu/MSRC***Motion Picture Association of America (MPAA) and Motion Picture Association (MPA)***mpaa.org***MPA—The Association of Magazine Media***magazine.org***National Association of Black Journalists (NABJ)***nabj.org***National Association of Broadcasters (NAB)***nab.org***National Association of Hispanic Journalists (NAHJ)***nahj.org***National Cable & Telecommunications Association (NCTA)***ncta.com***National Freedom of Information Coalition (NFOIC)***nfoic.org***National Journal***nationaljournal.com***National Lesbian and Gay Journalists Association (NLGJA), also known as the Association of Lesbian, Gay, Bisexual and Transgender (LGBT) Journalists***nlgja.org***National Press Club***press.org*

**National Press Photographers Association (NPPA)***nppa.org***National Public Radio***npr.org***Native American Journalists Association (NAJA)***naja.com***NBC***nbc.com***Netflix***netflix.com***News Corporation***newsCorp.com***Newspaper Association of America (NAA)***naa.org***The New York Times***nytimes.com***The New Yorker***newyorker.com***Nielsen Media Research***nielsen.com***Nieman Foundation for Journalism at Harvard University***nieman.harvard.edu***Online News Association (ONA)***journalists.org***Online Public Relations***online-pr.com***Pandora Radio***pandora.com***Parental Guide***parentalguide.org***Pearson Education***pearson.com***Pew Internet, Science and Technology Project***pewinternet.org***Pew Research Center: Journalism and Media***journalism.org***Pew Research Center: U.S. Politics and Policy***people-press.org***Pinterest***pinterest.com***Poynter Institute***poynter.org***Poynter Online***poynter.org***PR Newswire***prnewswire.com***ProPublica***propublica.org***PRWeb***prweb.com***PRWeek***prweek.com/us***Public Broadcasting Service (PBS)***pbs.org***Public Relations Society of America (PRSA)***prsa.org***Public Relations Student Society of America (PRSSA)***prssa.prsa.org***Radio Advertising Bureau (RAB)***rab.com***Radio Lovers***radiolovers.com***Radio Television Digital News Association (RTDNA; formerly Radio-Television News Directors Association)***rtdna.org***Recording Industry Association of America (RIAA)***riaa.com***Reed Elsevier***relxgroup.com***Reddit***reddit.com***Reporters Without Borders***rsf.org***Rhapsody Inc.***rhapsody.com***Salon***salon.com***Scholastic Corporation***scholastic.com***Screenwriters Federation of America (SFA)***screenwritersfederation.org***Silha Center for the Study of Media Ethics and Law (University of Minnesota)***silha.umn.edu/***Sirius XM***siriusxm.com***Skype***skype.com***Slate***slate.com***Society of Professional Journalists (SPJ)***spj.org***Sony Corporation of America (SCA)***sony.com***SoundCloud***soundcloud.com*

**Sports Illustrated***si.com***Student Press Law Center (SPLC)***splc.org***Sundance Institute***sundance.org***Talking Points Memo (TPM)***talkingpointsmemo.com***Television Bureau of Advertising (TVB)***tvb.org***Time Inc.***timeinc.com***Time Warner Inc.***timewarner.com***Topix***topix.net***Tribune Media***tribunemedia.com***Tribune Publishing***tribpub.com***TuneIn***tunein.com***TV.com***tv.com***21st Century Fox***21cf.com***Twitter***twitter.com***UNITY: Journalists for Diversity***unityjournalists.org***Universal Music Group (UMG)***universalmusic.com***University of Iowa Department of Communication Studies: Political Communication and Campaigns***clas.uiowa.edu/commstudies/political-communication-campaigns***Vanderbilt Television News Archive***tvnews.vanderbilt.edu***The Verge***theverge.com***Viacom Incorporated***viacom.com***Vine***vine.co***The Walt Disney Company***thewaltdisneycompany.com***Warner Bros.***warnerbros.com***Washington Center for Politics and Journalism***wcpj.org***The Washington Post***washingtonpost.com***WikiLeaks***wikileaks.org***Worldpress.org***worldpress.org***YouTube***youtube.com*

## More Media Research Sources You Can Use

Many magazines and journals publish information about the mass media industries. The following is a listing of the major magazine and journal titles in each subject area. All these publications offer companion Web sites.

### Advertising

**Adweek***adweek.com***Journal of Advertising***tandfonline.com***Journal of Advertising Research***journalofadvertisingresearch.com*

### Broadcasting

**Broadcasting & Cable***broadcastingcable.com***Emmy** (published by the Academy of Television Arts and Sciences)*emmys.com/emmy-magazine***Journal of Broadcasting & Electronic Media***beaweb.org/jobem.htm***RTDNA Communicator***rtdna.org***TV Guide***tvguide.com*

### Magazine and Book Publishing

**Folio: Magazine***foliomag.com***Publishers Weekly***publishersweekly.com*

### Movies

**Film Comment***filmcomment.com*



**Hollywood Reporter***hollywoodreporter.com***Variety***variety.com/***VideoAge***videoageinternational.com***Newspapers****Editor & Publisher***editorandpublisher.com***Journalism and Communication Monographs***jmo.sagepub.com***Newspaper Research Journal***newspaperresearchjournal.org***PRESSTIME Update***naa.org/news-and-media/presstime-update.aspx***Quill***spj.org/quill.asp***Public Relations****PRWeek***prweek.com/us***Public Relations Journal***prsa.org/Intelligence/PRJournal***Recordings****Billboard***billboard.com***Down Beat***downbeat.com***Music Index***ebscohost.com/public/music-index***Rolling Stone***rollingstone.com***Digital Media and the Web****AI Magazine***aaai.org/Magazine/magazine.php***Communications Daily***warren-news.com***Information Today***infotoday.com***Macworld***macworld.com***PC Magazine***pcmag.com***PCWorld***pcworld.com***Technical Communication***techcomm.stc.org***Wired***wired.com***Global Media****Advertising****International Journal of Advertising***tandfonline.com***Broadcasting****Cable and Satellite International***csimagazine.com/csi/index.php***Ofcom** (independent regulator and competition authority for the UK communications industries)*ofcom.org.uk***Movies****CineAction** (Canada)*cineaction.ca***Empire Magazine***empireonline.com/magazine***Film Ink** (Australia)*filmink.com.au***Film Ireland***filmireland.net***Recordings****Musical America Worldwide***musicalamerica.com***Other****OPMA Overseas Media Guide** (England)*opma.co.uk***Media-Related Topics****Censorship News** (published by the National Coalition Against Censorship—available to download as a PDF or by e-mail subscription)*ncac.org***Communication Research** (online editions available through Sage Publications)*crx.sagepub.com/***The News Media and the Law** (published by Reporters Committee for Freedom of the Press)*rcfp.org/magazine-archive***Nieman Reports** (published by the Nieman Foundation for Journalism at Harvard University)*niemanreports.org/*

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