Part 1: What Librarians Need to Know About Television Studies & Media Industries Studies

1. Age
   - These are both relatively new fields.
   - TV Studies came of age in the 1970s & 80s
   - Media Industries Studies is even more recent—only since early 2000s!

2. Origins
   - TV Studies:
     - Sociology
     - Literary Studies
     - Film Studies
   - Media Industries Studies:
     - TV Studies
     - Film Studies
     - Cultural Studies

3. TV Studies: Defining Characteristics
   - Most works will begin with question: “What IS Television?”
     - An ever-changing set of technologies
     - Everything carried by, produced, organized, & experienced as TV programming
     - A set of formal, narrative, & representational structures, some of which are unique to TV such as “liveness”
     - A set of institutions & relationships between institutions
     - A social experience
   - NOT just analysis of TV shows—also includes technology, business, regulation, etc.
   - Geographically specific
• INTERDISCIPLINARY
• Marked by a near-constant need to legitimate studying “The Boob Tube.”

4. TV Studies: Critical Approaches/Areas of Scholarship
• Political Economy / Cultural Studies
• Textuality / Humanities
• Audiences / Social Science

5. Media Industries Studies: Background
...“critical media industry studies” [emphasizes] midlevel fieldwork in examining media industries and delimiting new ways of understanding, conceiving, and studying media industries from a critical perspective...it is [a] nascent but growing body of work that locates industry research on particular organizations, agents and practices within vast media conglomerates operating at a global level”.

- Dr. Paul McDonald, Professor of Cinema & Media Industries
  University of Nottingham

Translation:

*Looking at how film, TV, etc. are produced can help us understand media more completely.*

Michele Hilmes: “To propose the serious study of media industries is a bold and iconoclastic task.”
(quoted in Stokes, Ch. 4)

6. Media Industries Studies: Objects of Study
• Film
• Television
• Video Games
• Print media
• Outdoor advertising
• Etc.

7. Media Industries Studies: Methods
Jane Stokes: “Researching Industries: Studying the Institutions of Media & Culture” IN *How to Do Media & Cultural Studies, 2nd ed* (Chapter 4)

A. Archival Research:
• Internal documents
• Journals
• Booklets
• Oral histories
B. Discourse Analysis
• Media-to-media conversations
• Trade publications
• Advertisements
• “Cultural products addressing media & culture”—Curb Your Enthusiasm, for example

C. Interviews
• Opinions of industry workers
• First-hand or recorded (oral history)

D. Ethnography
• First-hand observation of working practices
• Behavior of the people at work
• Social interaction & relationships between people in the workplace

Suggested Reading:

<table>
<thead>
<tr>
<th>TV STUDIES</th>
<th>MEDIA INDUSTRIES STUDIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="Television%20Studies%20(Short%20Introductions)%20Jonathan%20Gray%20&amp;%20Amanda%20D.%20Lotz%20Polity%202011.png" alt="Image" /></td>
<td><img src="Media%20Industries%3A%20History%2C%20Theory%20%26%20Method%20Jennifer%20Holt%20%26%20Alisa%20Perren%20Wiley-Blackwell%202009.png" alt="Image" /></td>
</tr>
</tbody>
</table>
| ![Image](Television%20Studies%20The%20Basics%20Toby%20Miller%20Routledge%202010.png) | **Key Essays:**


Part 2: Library Stuff

TV Reference
Core
• *Encyclopedia of Television*
  Publication Date: 2004
  Entries on people, shows, formats and themes in TV history. Most entries have suggested reading lists.

• *Encyclopedia of Television (online)*
  Publication Date: 1997
  Contains some entries not found in the 2004 edition.

Special Topics
• *The Encyclopedia of Daytime Television*
  Publication Date: 1997
  Includes info (station, time slot, broadcast history) for talk shows, variety shows, soaps, game shows & cartoons.

• *Encyclopedia of Television News*
  Publication Date: 1998
  Entries on people, shows, & formats--with further reading lists.
  Available as print or ebook.

TV Show Info
• *The Complete Directory to Prime Time Network & Cable TV Shows, 1946-present*
  Publication Date: 2007 (9th ed.)
  Indicates time slot, channel & cast for each season of even the most marginal TV shows. Back of the book has season-by-season primetime TV schedules, a list of hit TV theme songs, and a list of Emmy winning shows.

• *Television's Top 100: The Most-Watched American Broadcasts, 1960-2010*
  Publication Date: 2012
  Most entries contain ratings & share information.
  Available as print or ebook.

• *Watching TV: Six Decades of American Television*
  Publication Date: 2010 (2nd ed.)
  Shows the daily prime-time TV schedule, year by year 1944-2002.
  Also includes a "snapshot" of TV for each year.

• *Television Program Master Index*
  Publication Date: 2003 (2nd ed.)
  Look up a show & get a list of books & articles on that show.
### Media Industry Databases

<table>
<thead>
<tr>
<th>Database Name</th>
<th>What it's good for...</th>
</tr>
</thead>
</table>
| Studio Systems     | • Verified profiles for 1.6 Million Professionals (actors, agents, artists, companies, etc.)  
• Over 140,000 Historical Film and TV projects (including projects in development)  
• Studio, Network, and Agency Rosters  
• Extensive Episodic Television Information  
• Domestic and Int’l box office for over 20,000 Films  
• Trial is active until **May 10, 2013.**  
• Log in with your email address & the password you created. |
| Variety Insight    | • Directories of media "insiders"  
• Org charts for all studios & networks  
• Box office data from Rentrak  
• Nielsen TV ratings  
• Trial is active until **May 9, 2013.**  
• Log in with your email address & the password you created. |
| IMDB Pro           | • An inexpensive subscription database with limited data                                                                                                                                                 |

### Company Databases

<table>
<thead>
<tr>
<th>Database Name</th>
<th>What it's good for...</th>
</tr>
</thead>
</table>
| Hoover's (Dun & Bradstreet)    | • Basic company info  
• Company History  
• Trial is active until **May 21, 2013.**  
• Use the username & password provided in the workshop handout. |
| Mergent Intellect (Mergent)     | • Subsidiaries list (with conglomerate-owned percentages)  
• Detailed info on company leadership--ages, salaries  
• Competitors list  
• 10-K reports  
• Annual reports  
• Trial is active until. |
| Business Source Complete (Ebsco)| • Basic company info  
• SWOT reports  
• Trial is active until **May 24, 2013.** |
| Business Insights: Essentials (Gale)| • Competitor to Business Source Complete  
• Basic company info  
• SWOT reports  
• Articles |
Media Ownership

- **Who Owns What?** | http://www.cjr.org/resources/
  Columbia Journalism Review

- **Who Owns the Media?** | http://www.freepress.net/ownership/chart
  Freepress.org

- **Index of Multiple Ownership Charts** | http://www.crtc.gc.ca/ownership/eng/title_org.htm
  Canadian Radio-Television

- **Interlocking Directorates** | http://fair.org/interlocking-directorates/
  FAIR.org

- **Media Consolidation: The Illusion of Choice** | http://mlkshk.com/r/9RNQ
  (a fun infographic!) Frugal Dad

Industry Reports: IBISWorld

Use **IBISWorld** to pull up research reports on industries.

http://www.ibisworld.com

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Statistics

**GENERAL Statistics**

<table>
<thead>
<tr>
<th>Site</th>
<th>What you can get here...</th>
</tr>
</thead>
<tbody>
<tr>
<td>TableBase</td>
<td>Statistics on all market sectors, internationally</td>
</tr>
<tr>
<td></td>
<td><em>SUBSCRIPTION-BASED</em></td>
</tr>
<tr>
<td>Global Market Information Database (GMID)</td>
<td>Statistics on consumer behavior. Especially useful for music &amp; video game sales, also has reports on consumer behavior online.</td>
</tr>
<tr>
<td></td>
<td><em>SUBSCRIPTION-BASED</em></td>
</tr>
<tr>
<td>CIA World Factbook</td>
<td>Demographic &amp; economic statistics on foreign countries; includes data on telecommunication within each country.</td>
</tr>
</tbody>
</table>

**MULTI-MEDIA Statistics**

<table>
<thead>
<tr>
<th>Site</th>
<th>What you can get here...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Age: Data Center</td>
<td>Statistics and reports on advertising across media platforms</td>
</tr>
<tr>
<td></td>
<td><a href="http://adage.com/datacenter/">http://adage.com/datacenter/</a></td>
</tr>
<tr>
<td>Nielsen Top Tens &amp; Trends</td>
<td>Up-to-date data on media and consumer trends including TV ratings, smartphone trends and video game purchase intent</td>
</tr>
<tr>
<td>Pew Internet: Latest Research</td>
<td>A chronological list of reports from the Pew Internet Project. Reports gather data on various aspects of Internet usage &amp; online behavior. <a href="http://www.pewinternet.org/Static-Pages/Data-Tools/Get-the-Latest-Statistics/Latest-Research.aspx">Link</a></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>State of the News Media 2012</td>
<td>From the Pew Research Center. Tracks major trends across various types of news media, year-by-year. <a href="http://stateofthemedia.org/site-map/">Link</a></td>
</tr>
<tr>
<td>Variety Charts</td>
<td>A selection of Variety's statistics for the week. <a href="http://variety.com/charts/?layout=chart_film_prod&amp;FF=none&amp;dept=Film">Link</a></td>
</tr>
</tbody>
</table>

**FILM Statistics**

<table>
<thead>
<tr>
<th>Site</th>
<th>What you can get here...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box Office India</td>
<td>Box office totals for Indian movies, back to 1940s. <a href="http://www.boxofficeindia.com/">Link</a></td>
</tr>
<tr>
<td>Box Office Mojo</td>
<td>Box office totals for movies, typically back to 1970s. <a href="http://boxofficemojo.com/movies/">Link</a></td>
</tr>
<tr>
<td>British Film Institute</td>
<td>Research data on the UK film industry. <a href="http://www.bfi.org.uk/education-research/film-industry-statistics-research">Link</a></td>
</tr>
<tr>
<td>Cinema D'Europa: Media Salles</td>
<td>Digital reports on many aspects of the European film industries. <a href="http://www.mediasalles.it/">Link</a></td>
</tr>
<tr>
<td>Lumiere</td>
<td>Box office info for European films released since 1996. <a href="http://lumiere.obs.coe.int/web/films/index.php?letter=A">Link</a></td>
</tr>
<tr>
<td>The Numbers</td>
<td>Box office info + DVD sales for US &amp; abroad. <a href="http://www.the-numbers.com/">Link</a></td>
</tr>
</tbody>
</table>

**VIDEO GAME Statistics**

<table>
<thead>
<tr>
<th>Site</th>
<th>What you can get here...</th>
</tr>
</thead>
<tbody>
<tr>
<td>VGChartz</td>
<td>Sales figures for video games and devices. <a href="http://www.vgchartz.com/gamedb/">Link</a></td>
</tr>
</tbody>
</table>

**TELEVISION Statistics**

<table>
<thead>
<tr>
<th>Site</th>
<th>What you can get here...</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV By the Numbers</td>
<td>Viewership stats for TV shows. <a href="http://tvbythenumbers.com/">Link</a></td>
</tr>
<tr>
<td>Television Bureau of Advertising</td>
<td>Statistics and reports on television advertising. <a href="http://www.tvb.org/trends">Link</a></td>
</tr>
</tbody>
</table>
Books

**Key Publishers**

<table>
<thead>
<tr>
<th>ABC-Clio</th>
<th>MIT Press</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashgate</td>
<td>Oxford University Press</td>
</tr>
<tr>
<td>• Arts, Culture &amp; Creative Industries</td>
<td>• Film &amp; Television Studies</td>
</tr>
<tr>
<td>• Cultural &amp; Media Studies</td>
<td></td>
</tr>
<tr>
<td>Bloomsbury (p/k/a Continuum)</td>
<td>Routledge</td>
</tr>
<tr>
<td>• Film &amp; Media Studies</td>
<td>• Broadcast Media</td>
</tr>
<tr>
<td>• Broadcast Media</td>
<td>• New Media</td>
</tr>
<tr>
<td></td>
<td>rumors of a media industries series!</td>
</tr>
<tr>
<td>Columbia University Press</td>
<td>Sage</td>
</tr>
<tr>
<td>• Journalism &amp; Media Studies</td>
<td>• Media Studies / Mass Communication</td>
</tr>
<tr>
<td>Intellect Books</td>
<td>Scarecrow (imprint of Rowman &amp; Littlefield)</td>
</tr>
<tr>
<td>• Cultural &amp; Media Studies</td>
<td>• Television &amp; Radio</td>
</tr>
<tr>
<td>Manchester University Press</td>
<td>University of California Press</td>
</tr>
<tr>
<td>• Television</td>
<td>• Television</td>
</tr>
<tr>
<td></td>
<td>• Digital Media</td>
</tr>
<tr>
<td>McFarland Books</td>
<td>University of Minnesota Press</td>
</tr>
<tr>
<td>• Television</td>
<td>• Film &amp; Media</td>
</tr>
<tr>
<td>McGill-Queens University Press</td>
<td>University of Texas Press</td>
</tr>
<tr>
<td>• Film &amp; Television Studies</td>
<td>• Film &amp; Media Studies</td>
</tr>
</tbody>
</table>

**New Publications:**
http://www.themediaindustries.net/2013/01/recent-books-on-media-industries-2010.html --from Alisa Perren’s blog

**Key Call Number Ranges**

<table>
<thead>
<tr>
<th>GV1469.15 - GV1469.62</th>
<th>Video Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>HE8689 - HE8700.95</td>
<td>Telecommunications Industry &gt; Radio &amp; Television Broadcasting</td>
</tr>
</tbody>
</table>

**Periodicals & Databases**

**TV Studies Journals**

- *Television & New Media* (Sage)
- *Critical Studies in Television* (Manchester UP)
- *Journal of Popular Film and Television* (Taylor & Francis)
- *International Journal of Digital Television* (Intellect)
- *The Journal of Popular Televisions* (Intellect)
- *Historical Journal of Film, Radio and Television* (Routledge)
- *New Review of Film and Television Studies* (Routledge)

**MIS Journals**
- Media Industries (open access)—COMING SOON!
  
  http://mediaindustriesjournal.wordpress.com/
- Media Industries-friendly journals (from SCMS Media Industries Scholarly Interest Group blog):
  
  http://www.mediaindustrystudies.org/2012/11/11/journals/

**Core Databases: TV Studies**

<table>
<thead>
<tr>
<th>Database Name</th>
<th>What it has...</th>
<th>Full text?</th>
</tr>
</thead>
</table>
| **Film & Television Literature Index** | • Indexing and abstracts for more than 380 publications, 1972-present.  
• Trial is active until **May 24, 2013**. | Some (if you buy full text version) |
| **FIAF International Index to Film Periodicals** | • NOTE: ProQuest offers all their film databases (AFI, BFI, FIAF) together, as Film Indexes Online.  
• Indexing for 300 film periodicals, 1972-present.  
• Trial is active until **May 23, 2013**.  
• Use password provided in workshop handout. | Index/abstracts only |

**Core Databases: Media Industries Studies**

<table>
<thead>
<tr>
<th>Database Name</th>
<th>What it has...</th>
<th>Full text?</th>
</tr>
</thead>
</table>
| **ABI/INFORM** (ProQuest) | Articles from:  
• International business news sources (newspapers, wire services, etc.)  
• Trial is active until **May 23, 2013**. | 100% |
| **Business Source Complete** (Ebsco) | Articles from:  
• Scholarly business journals  
• Trade publications  
• Business newspapers & magazines  
• Trial is active until **May 24, 2013**. | Mostly. |
| **Communication & Mass Media Complete** (Ebsco) | Articles from:  
• Scholarly journals  
• Trade publications  
• Communication-related magazines  
Also:  
• Books & book chapters  
• Trial is active until **May 24, 2013**. | 50/50. Indexing only for books & chapters. |
| **Factiva** (Dow Jones) | Articles from:  
• International business news sources (newspapers, wire services, etc.)  
• INCLUDING the *Wall Street Journal* (the only full text source for | 100% |
### Historical Material

#### Historical Sources

<table>
<thead>
<tr>
<th>Resource Name</th>
<th>What it has...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entertainment Industry Magazine Archive</strong></td>
<td>Full text for the following publications and more:</td>
</tr>
<tr>
<td>(ProQuest)</td>
<td>• Broadcasting (and its various titles), 1945-2000</td>
</tr>
<tr>
<td></td>
<td>• The Stage/The Stage and Television Today (1880-1994)</td>
</tr>
<tr>
<td></td>
<td>• Variety (1940-1985, 1987-2000--more to come)</td>
</tr>
<tr>
<td></td>
<td>• Trial will be active until <strong>May 23, 2013</strong></td>
</tr>
<tr>
<td><strong>New York Times Historical</strong></td>
<td></td>
</tr>
<tr>
<td>(ProQuest)</td>
<td>• Full text (with ads), 1851-present, minus most recent 4 years.</td>
</tr>
<tr>
<td></td>
<td>• Trial is active until <strong>May 23, 2013</strong></td>
</tr>
<tr>
<td><strong>Media History Digital Archive</strong></td>
<td>Extensive runs of several important trade papers and fan magazines.</td>
</tr>
<tr>
<td>(Internet Archive)</td>
<td></td>
</tr>
<tr>
<td><strong>Billboard Archives</strong></td>
<td>Full-page images for each issue, 1940-2010.</td>
</tr>
<tr>
<td>(Google Books)</td>
<td></td>
</tr>
<tr>
<td><strong>Box Office</strong></td>
<td>Full-page pdf images for each issue, 1925-2012.</td>
</tr>
<tr>
<td>(The Vault)</td>
<td></td>
</tr>
<tr>
<td><strong>Variety Television Reviews</strong></td>
<td>Print volumes containing all TV reviews from Variety and Daily Variety published between 1923-1988. (easier than using microfilm!)</td>
</tr>
</tbody>
</table>

**Historical Sources: Companies**

<table>
<thead>
<tr>
<th>Historical Annual Reports** (ProQuest)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>&quot;800 companies, 150 years of coverage&quot;</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Trial is active until May 23, 2013</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Periodicals Index Retrospective**</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1913-1982</strong> (Ebsco)</td>
<td></td>
</tr>
<tr>
<td><strong>Indexing for 1000 periodicals</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Includes complete files of Industrial Arts Index (1913-1957)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Trial is active until May 24, 2013</strong></td>
<td></td>
</tr>
</tbody>
</table>
Blogs & Other Stuff

Associations & Interest Groups:
• Society for Cinema & Media Studies (SCMS)
  http://www.cmstudies.org/
• SCMS Media Industries Scholarly Interest Group:
  http://www.mediaindustrystudies.org/

Blogs from Academia
• Media Industries.org
  http://www.mediaindustrystudies.org/
  Blog of the SCMS Media Industries Scholarly Interest Group

• Media Industries.net
  http://www.themediaindustries.net/
  Blog by Dr. Alisa Perren, media industries scholar at UT-Austin

• Zigzigger
  http://zigzigger.blogspot.com/
  Blog by Dr. Michael C. Newman, media industries scholar at UW-Milwaukee

• In Media Res
  http://mediacommons.futureofthebook.org/imr/
  A MediaCommons initiative

• Antenna
  http://blog.commarts.wisc.edu/
  From UW-Madison

• FlowTV
  http://flowtv.org/
  From UT-Austin

Blogs from the Industry
• Who Owns the Media
  http://wotmedia.blogspot.com/
  Ben Compaigne

• Advertising Age
  http://adage.com/

  ...and too many more to name. Get a full list on Alisa Perren’s Blog
  http://www.themediaindustries.net/

Research Centers & Major Academic Institutions
• Carsey-Wolf Center at University of California-Santa Barbara
  Home of the Media Industries Project
http://www.carseywolf.ucsb.edu/
http://www.carseywolf.ucsb.edu/mip/1

• University of Southern California | Annenberg School
  Advanced programs in New Media & Technology and Entertainment, Media & Society
  http://annenberg.usc.edu/
  http://annenberg.usc.edu/Research/New%20Media%20and%20Technology.aspx
  http://annenberg.usc.edu/Research/Entertainment.aspx

• University of California-Los Angeles | School of Theater, Film & Television
  Film, TV & Digital Media Program
  http://www.tft.ucla.edu/

• University of Texas-Austin
  College of Radio, Television & Film
  http://rtf.utexas.edu/

• Museum of Broadcast Communications
  http://www.museum.tv/images/widerlogo.jpg

• A handy list of other graduate-level programs & schools
  http://www3.nd.edu/~cbecker1/gradschools.htm