Media Directories

...and Career Related Research via Syracuse University Libraries ||Notable Starting Points ||

Listed call numbers indicate book locations at either Syracuse University’s Bird Library or Carnegie Library. Licenses for SU Libraries subscription databases below (SUL) limit off-campus access to current SU students, staff and faculty. Many nearby academic or public libraries may also have access to listed online resources, use generally limited to in-library consultation unless you are enrolled or hold a library card— you just have to ask!

Digital Directories -

SRDS ONLINE MEDIA SOLUTIONS (SUL)
Highly recommended media contacts directory from publisher Kantar Media. Covers closely identical directory style information as was traditionally contained within Bacon’s Print Directories (Cision). The media formats and industry sectors included in SRDS cover organizational and personal contact information for:

- Consumer Magazine Media
- Business Magazine Media
- Local Media by DMA (designated marketing area)
- Newspaper Media
- Radio Media
- TV & Cable Media
- Out of Home Media
- Digital Media ( websites and digital networks sortable by digital platform type, industry, product category or specific DMAs)

ADVERTISING AGE DATA CENTER (SUL)
From Ad Age/Crain Communications, SU Libraries licensed access to the Data Center portion of this Ad Age website includes links to:

- Careers, with access to job listings
- Company Profiles
- Agency Reports, with rankings and analysis of advertising agencies and agency networks
- Fast Facts Lists on digital media and marketing • Rankings of media companies and circulation rankings for print magazines and newspaper titles
- Annuals and Fact Packs
4AS AD AGENCY SEARCH ENGINE
Search tool from the American Association of Advertising Agencies for identifying specific advertising agencies based on various geographic, services and organizational size criteria

LEADERSHIP CONNECT (formerly, “Leadership Library on the Internet”) (SUL)
An online set of multiple directories and list building tools. A digital version of what used to be print “yellow books.” Basic and advanced searches bring back lists and visualizations findable by personal and organizational names, industries, job functions, job titles, areas of expertise, geographic locations, and for some listings - detailed biographical information, including names of schools attended (i.e., graduates of Newhouse School, Syracuse University, etc.) NOTE: SU’s subscription does not support direct export of lists. If desired, in addition viewing online, lists can be assigned a unique name and saved for future reference to the “my contacts” section within the database. Includes detailed contact information for:

- Editorial Boards
- Foreign Media Outlets
- Hispanic and Latino Media
- News Bureaus • News Desks
- News Services • Newspapers
- Online Media
- Periodicals
- Programs
- Publishers
- Radio Networks
- Television Networks
- Television Stations
- Associations
- Companies
- Law & Lobbying Firms
- Government Agencies & Staff
- Nonprofit Organizations & Staff
- Health & Energy Sector Contacts
- Foreign Governments & IGOs
MEDIA INTELLIGENCE CENTER (ALLIANCE FOR AUDITED MEDIA) (SUL)
Data on readership, demographics, circulation and digital activity for North American newspaper and magazine publications.

TELEVISION BUREAU OF ADVERTISING (TVB)
A trade association for the U.S. local TV broadcasting industry. Subpages on this free website include listings of broadcast TV jobs as well as subpages for markets and stations that are handy directories for identifying TV stations located within specific designated market areas (DMAs), alongside brief profiles of those markets.

ADDITIONAL TRADE PUBLICATIONS & DATABASES -

CALL SHEET (FORMERLY ROSS REPORTS | SUCCESSOR TO HOLLYWOOD CREATIVE DIRECTORY)
Bird Library, Current Periodicals, 2nd Floor (does not circulate) Filed in alphabetical order - under “C” -with recent issues shelved at Bird. Published by Nielsen Business Media, described as a pocket guide to the television and film industry. Provides the names, addresses and phone numbers of casting directors, agents, network prime-time programs, daytime dramatic serials, television and network producers/packagers, and films in preparation and development in both New York and Los Angeles. Every issue highlights a different aspect of the film and television business, voiceovers, comedy casting, cable television, acting schools, and interviews with talent agents, casting directors and producers. Back issues covering 2009 thru present can be requested from the Library’s storage facility-by clicking on the request entire journal volume link within the Classic Catalog link to Call Sheet (next business day delivery to Bird Library, Sunday thru Friday). For 2008 and prior, this title is listed in the Library’s catalog under “Ross Reports Television & Film”

PLUNKETT RESEARCH ONLINE (SUL)
Plunkett contains a multipart section that covers trends, association lists and other data for the industry of “Entertainment & Media.” Newhouse students may also wish to consult Plunkett’s reports on “Advertising, Branding & Marketing” or “Ecommerce & Internet” Or “Games, Apps & Social Media,” etc. For SU Libraries list of several other recommended market research databases, visit the “market research” section of the Library’s “Business Information Guide” at https://researchguides.library.syr.edu/business/markets.

RICHARD K MILLER & ASSOCIATES (SUL)
Very current overviews of industry trends. May be helpful for understanding background factors related to career developments. At times these reports will identify specific organizations that are leaders (key players) within industry sectors such advertising, entertainment, sports marketing, etc. Analysis per report runs between 300 and 600 pages. Titles in these series of possible interest to Newhouse students include

- Entertainment, Media & Advertising Market Research Handbook
- Consumer Use of the Internet & Mobile Web
- Sports Marketing

BUSINESS INSIGHTS ESSENTIALS (SUL)
One of SU Libraries most user-friendly databases for researching specific companies and industries, particularly larger publicly traded companies, and at times links to detailed company histories. For some companies in this database (e.g., “Time Warner,” “Google,” et al), SWOT reports are available giving quick assessments of the Strengths, Weaknesses, Opportunities and Threats intersecting with that company within its industry environment.
**REFERENCE USA** (SUL)
Sizable company directory for U.S. companies of most any size

**MERGENT INTELLECT** (SUL)
Primary company and industry directory with a "job search" feature, company news, industry profiles, and company financial data.

**HOOVER'S COMPANY PROFILES** (VIA PROQUEST) (SUL)
Well known database that profiles selected private companies

**PROQUEST** (SUL)
Large interdisciplinary database. Look especially to search results from source types under the categories of “trade journals” or “magazines” or “newspapers.”

**NEXIS UNI (FORMERLY LEXISNEXIS ACADEMIC) & SUMMON** (SUL)
Provides additional background on any search for a known proper name of a company, a brand name, industry association name, name of a technology or product, name of a person

**SPECIFIC TRADE PUBLICATIONS -**

**HOLLYWOOD REPORTER**
From this Classic Catalog link and clicking on the subsequent link labeled “get it” access back issue articles. If list does not open, select “ProQuest” from the journal links menu, where articles available cover all issues of this publication for 1997 thru present.

**DAILY VARIETY**
From this Classic Catalog link and clicking on the the subsequent link labeled “get it” - access back issues articles. If list does not open, select “ProQuest” from the journal links menu, where articles available cover all issues of this publication for 2000 thru present. Several months of current print issues of Daily Variety are also shelved at Bird Library, 2nd floor - current periodicals area.

**PRWEEK (U.S.)**
From this Classic Catalog link and clicking on the subsequent link labeled “get it” -access back issue articles. If list does not open, select “ABI/Inform Collection” from the journal links menu. Articles cover 2003 through present. Several months of current print issues of PRWeek (U.S.) are also shelved at Bird Library, 2nd floor - current periodicals area.

**EDITOR & PUBLISHER**
From this Classic Catalog link and the subsequent link labeled “get it” - access back issue articles. If list does not open, select “ABI/Inform Collection” from the journal links menu. Articles cover 1988 through present.
PRINT PUBLICATIONS/EBOOKS - *ebook access limited to current SU students, staff and faculty

WILLING’S PRESS GUIDE
Carnegie Library Z6956 E5 W5 (1928 - current) Latest edition is shelved at Bird Library, 2nd floor "reference" section-under this same call number A highly recommended multivolume print directory useful for any job seeker looking for media contacts covering magazines, newspapers, and TV/radio stations located outside of the United States.

O’DWYER’S DIRECTORY OF PUBLIC RELATIONS FIRMS
Available in Newhouse Career Development Center (313 Newhouse 3) Also in Bird Library, Reference, 2nd Floor (does not circulate) HM263 O37

TELEVISION & CABLE FACTBOOK
Available in Newhouse Career Development Center (313 Newhouse 3) Also in Bird Library, Reference, 2nd Floor (does not circulate) TK6540 T4531
*note: Warren Communications is discontinuing this publication with the 2018 edition

WORLD RADIO TV HANDBOOK
Available in Newhouse Career Development Center (313 Newhouse 3) Also at Carnegie Library Reference (does not circulate) TK 6540 W67

WRITER’S MARKET
Bird Library, Reference, 2nd Floor (does not circulate) PN161 W83

EDITOR & PUBLISHER NEWSPAPER DATABOOK
Bird Library, Reference, 2nd Floor (does not circulate) PN 4700 E42

MUSIC BUSINESS HANDBOOK AND CAREER GUIDE (SAGE, 2016)
Bird Library, Reference, 2nd Floor (does not circulate) – ML3795 .B33 2016

NEW CHANNELS OF MUSIC DISTRIBUTION (ROUTLEDGE/TAYLOR & FRANCIS, 2018)
Available online

MONETIZING ENTERTAINMENT: AN INSIDER’S HANDBOOK FOR CAREERS IN THE ENTERTAINMENT & MUSIC INDUSTRY (ROUTLEDGE, 2017)
Available online
ENTERTAINMENT INDUSTRY CAREER & JOBS WEBSITES - *some require a paid subscription*

There may be a fee to list an entry if you are promoting your own company or service. Some sites include free job listings, while others require subscription. Still others may at times accept uploaded resumes in exchange for a free registration (e.g., Variety411)

- **IMDB Pro** [https://secure.imdb.com/signup/index.html]
  Individual subscription rate (as of 4/1/2018) is $19.99 per month or $149.99 for a year of access
- **Variety411** [http://variety411.com/]
- **EntertainmentCareers.net** [http://entertainmentcareers.net/sbjobs]
- **ProductionLeads.com** [http://www.productionleads.com]
  Individual subscription rates (as of 4/1/2018) are $299 (2 months), $399 (4 months) and $599 (12 months)
- **Media Match** [http://www.media-match.com/usa]
- **Motion Picture, TV and Theater Directory** [http://www.mpe.net]
- **ShowBizJobs.com** [http://www.showbizjobs.com]
- **In House Agency Forum** [http://www.ihaforum.org]
  - Membership organization that focuses on in-house advertising, with memberships established at full organization/agency level, and (expensive) personal memberships available to individuals at $2000; This site’s “member’s” list of companies is free to see the company names only, which may interest ADV students interested in “in house” work; detailed listings not available to non-members, but SU students can consider using other company databases to explore contacts and company background information (e.g., “Business Insights Essentials” or “ProQuest” searches or directory listings for companies via “Leadership Connect.”) Extent of a firm’s published background information and personal contact information will vary by company.

**Regional Media and Motion Picture Production Guides:**

- **[Pacific Northwest] - NW Production Index** - [http://nwfilm.com/]
- **[San Francisco Bay Area] - Reel Directory** - [http://www.reeldirectory.com/]

**SOCIAL MEDIA NETWORKS (WITH CAREER OR JOBS FOCUS) -**

- **Linkedin** [https://www.linkedin.com]
- **Glassdoor** [https://www.glassdoor.com]
  - Crowdsourced careers and salary information is findable on this company reviews platform. Compare to data and discussion seen in trade magazines or U.S Dept of Labor averages or from other direct networking within a
professional community. Keep in mind data and comments are employee contributed on a voluntary basis. Often may provide personalized insights not available elsewhere, but self-selection among participants may complicate broader conclusions. Especially when assessing salary and related trends, look to multiple sources of information. Social media posts may exaggerate both positive and negative examples. Past salary data may not reflect future directions for those numbers. Can also be a useful platform for zeroing in on current language being used for a variety of specific job titles

- Indeed.COM - [https://www.indeed.com/]

U.S. LABOR FORCE ANALYSIS -
The U.S. Department of Labor supports freely available online tools for individuals exploring career opportunities. These lead to current information and data about skills, industry trends and salaries - [not as descriptive as trade publication articles or books or association websites, but some useful big picture summaries are available, along with color coded mapping on geographic hit spots for specific industries].

- O*NET Online
- Occupational Outlook Handbook
  This is a sample gateway site to Occupational Outlook Handbook’s coverage of “Arts, Design, Entertainment, Sports, and Media Occupations.” Within that site, one can click down into the Labor Department’s analysis of specific occupation titles - such as actors, public relations specialists, broadcast news analysts, radio operators, reporters and correspondents, multimedia artists, producers and directors and more [https://www.bls.gov/oes/current/oes270000.htm]

BLACKSTONE LAUNCHPAD
Students with interest in creating their own ventures, organizations or related technological applications, or new products or services of any kind, are reminded about availability of this innovation hub, which is a source of networking, coaching and related entrepreneurial support. Based on the ground floor of Bird Library, for more information - visit http://launchpad.syr.edu

PUBLIC COMMUNICATIONS LIBRARIAN
Michael Pasqualoni || Bird Library (Room 200)
Consultations – by appointment
mjpasqua@syr.edu (315) 443-3715
https://library.syr.edu

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