

# RADIO AND TELEVISION

*A Selected, Annotated Bibliography*

compiled by  
William E. McCavitt

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## PREFACE

This selected bibliography contains 1100 listings of books and other printed materials associated with all aspects of broadcasting. The listings include books spanning a time period from 1920 to 1976.

Various books and other materials provided or made available to me by publishers and other professional groups were very useful in the compilation of this book. The list of organizations that assisted in any way with the research included in this project is too long to include here; however, I do want to thank them for their assistance and encouragement.

The facilities of the Pattee Library at The Pennsylvania State University, located at University Park, and the Carlson Library at Clarion State College, Clarion, Pennsylvania, have been essential in pursuing this work.

Personal thanks are extended to Mr. Paul Redfern, my graduate assistant, who helped in the literature search, and to the Clarion State College Foundation for the financial support it gave to this undertaking.

I am grateful especially to Ms. Beverly Brooks who served as my research assistant, typist, and proofreader, as well as the motivating force behind this bibliography.

A special thanks to Dr. Christopher Sterling who saw the need for such a bibliography and provided the author with some of the material found in this book.



## INTRODUCTION

The literature on radio and television broadcasting is larger than most people realize. From the beginning of radio broadcasting in the 1920s, an impressive number of solid studies as well as lighter materials has filled library bookshelves.

This volume is intended as a guide to over a half-century of broadcasting literature; it is a selection from the total literature available. Its major purpose is two-fold: 1) to guide institutional and personal collectors in the purchase of broadcasting books, and 2) to suggest what is still needed by showing what exists now.

This is not, of course, the first such effort although to the best of my knowledge it is the most recent. For earlier efforts, readers are directed to the bibliographies listed under Section 18.

To list virtually everything written on radio and television including all books and periodical articles, would take a multi-volume work even without any form of annotation. The most important limitation, then, is that this is a guide only to selected books on broadcasting.

The bibliography is subject-divided since it was felt that most readers, casual or research-minded, would prefer to have like titles grouped together for more ready comparison. Within the major categories are numerous sub-categories, but each listing of books is in alphabetical order by the author's last name. The major sections are:

1. **Surveys:** Broad reviews of most aspects of broadcasting. This is probably the best starting point for a casual reader interested in broadcasting today or in the past.
2. **History:** Included here are only those general volumes which intend to tell radio and/or television history in broad terms.

3. Regulation: Includes government and self-regulation studies.
4. Organization: Volumes that deal with or stress advertising, management, and other business-oriented features of radio-TV are found here.
5. Programming: Includes general reviews and histories as well as the many volumes devoted to specific types of radio/TV content.
6. Production: Most how-to-do-it books are found here.
7. Minorities: A small but growing area with new volumes coming out more in recent years.
8. Responsibility: Volumes that deal with the responsibility of broadcasting in broad terms.
9. Society: Studies with a point of view. Emphasis on studies of broadcast impact and how to improve the system and its parts.
10. Criticism: Studies of a generally critical nature are included here.
11. Public Broadcasting: Includes histories, criticisms, reviews, and how-to-do-it studies for public and instructional television.
12. Audience: Descriptions, preferences, studies on the audience, and impact of broadcasting on the audience are found here.
13. Cable Television: Studies of both general and specific natures on this type of broadcasting are found in this section.
14. Research: Research studies dealing with all aspects of broadcasting.
15. Broadcasting Careers: Includes career encouraging books.
16. International: Selective review of English-language works on other countries: system of broadcasting, international broadcasting, propaganda, and satellites.
17. Technical: Brief selection of technical and technical-related books.
18. Bibliographies: Includes previously printed broadcasting bibliographies.
19. Annuals: Listing of annual publications relating

to the broadcast field.

20. Periodicals: An alphabetical listing of broadcast periodicals.

21. References: Includes available broadcast references.

Each entry has a reference number, full indicia on author(s), title, city and place of publication, date of last edition, reprint publisher if any, and number of pages. The annotation is intended to briefly describe the book's contents. The last thing in each entry is a listing of supplementary items (such as photographs, illustrations, bibliography, index) if they are provided.

Below most sub-headings there is a listing of cross-reference numbers which also pertain to the topic. Essential bibliographic details are given in full for most entries. Others which could not be obtained but were felt to be significant enough to be included in this volume were used even though the bibliographic details are incomplete.

This being a selected bibliography means that certain judgments had to be made by the compiler. Books that have been omitted were either not found during the literature search or were omitted deliberately.

This book is out of date. Any bibliography is, by the nature of its production process. It is suggested that the book review sections of several periodicals are the best means of keeping this reference up to date until such time as a supplement and/or revision may appear.

## 1. SURVEYS

### A. Radio

See also nos. 234, 736.

- 1 Aly, Bower and Gerald D. Shively, eds. A Debate Handbook on Radio Control and Operation, and Supplement. Norman: University of Oklahoma Press, 1933. 448 pp.

A two-volume compendium of articles, bibliography, views, and arguments for the year's college debate topic comparing U.S. and British methods of radio control. The 21 articles in the first volume are nearly all reprints, and are half devoted to the British system. The Supplement divides its 54 selections (all reprints) into international, American, and British sections. Articles and views on all sides of the question are included and virtually all topics in radio are touched upon. Bibliography and charts.

- 2 Arnheim, Rudolf (translated by Margaret Ludwig and Herbert Read). Radio. London: Faber & Faber, 1937 (reprinted by Arno Press, 1971). 296 pp.

Author deals with radio as sound and explores words and music as kinds of sound. He discusses direction and distance as an influencing factor in sound and refers in separate chapters to spatial resonance and sequence and juxtaposition in creating sound images. Other topics included in this 12 chapter review are comparison of radio and film techniques and effects, the art of announcing, the role of author and producer, the psychology of listening, a review of radio around the world, and a discussion of the prospects for television. Index and photographs.

- 3 Codel, Martin, ed. Radio and Its Future. New York: Harper & Bros., 1930 (reprinted by Arno Press, 1971). 349 pp.

Some 29 articles by prominent radio industry leaders explore all areas of radio (not just broadcasting), including domestic and international broadcasting, maritime radio, radio and flying, radio amateurs, radio and the military, the receiver market and set manufacture, radio regulation, a proposal for a communications commission, how radio works, short wave radio, early television, etc. Valuable for its broad scope showing development of broadcasting as part of larger radio field. Index and photographs.

- 4 Federal Council of the Churches of Christ in America, Department of Research and Education. Broadcasting and the Public: A Case Study in Social Ethics. New York: Abingdon Press, 1938. 220 pp.  
A 13-chapter review of radio's role in American society, this book has discussions of radio's development, federal regulation (and comparison to control in other countries), organization of broadcasting, monopoly in radio, advertising, entertainment, educational radio, a long chapter on religious radio, broadcasting of controversial issues, and an international overview of broadcasting. Bibliography, charts, glossary, and index.
- 5 **Frost, S. E., Jr. Is American Radio Democratic?** Chicago: University of Chicago Press, 1937. 234 pp.  
Discussion of the technology of radio, the four periods of federal radio regulation, the station owner and the structure of broadcasting, role of the advertiser, education on the air, the public role as audience, and a concluding chapter suggesting possible changes in broadcasting. Compares U.S. and foreign approaches to radio. Charts and index.
- 6 Gernsback, Hugo. Radio for All. Philadelphia: J. B. Lippincott Co., 1922. 292 pp.  
Not intended as a technical reference; written for the public at large who were not acquainted with radio. It mentions possible uses of radio in the future; makes interesting reading now that the future is here. Illustrations, index, and photographs.
- 7 Goldsmith, Alfred N. and Austin C. Lescarbourea. This Thing Called Broadcasting: A Simple Tale of an Idea, an Experiment, a Mighty Industry, a Daily Habit, and a Basic Influence in Our Modern Civilization. New

York: Henry Holt, 1930. 362 pp.

A broad survey of the entire scope of radio. The 25 chapters cover the rise of radio, technical basics, role of announcer, networks, musical programs, radio and politics, radio and women-farmers-churches, business of broadcasting, receivers as hobby and business, breaking down social barriers, etc. Charts and photographs.

- 8 Hayes, John S. and Horace J. Gardner. Both Sides of the Microphone: Training for the Radio. Philadelphia: J. B. Lippincott Co., 1938. 180 pp.

The first half discusses station operations, while the second part consists of 14 short articles by as many well-known radio personalities on radio programs as perceived by listeners. Aim of second part is to show what listener should expect from radio.

- 9 **Hettinger, Herman S., ed. "New Horizons in Radio," Annals of the American Academy of Political and Social Science, Volume 213, January 1941 (reprinted by Arno Press, 1971). 189 pp.**

Directly descendent from the following Annals, this compilation of 24 articles considers broadcasting as a social force, current problems in radio, and coming developments. As with the Annals below, these are of value as historical reference. Charts and index.

- 10 **Hettinger, Herman S., ed. "Radio: The Fifth Estate," Annals of the American Academy of Political and Social Science, Volume 177, January 1935 (reprinted by Arno Press, 1971). 219 pp.**

The second of the three Annals devoted to radio, this volume concentrates on broadcasting. A narrower focus than the 1929 collection but directly comparable to the 1941 volume. The first of three parts considers broadcasting systems; the second, the service of broadcasting; and the third, some current questions in radio. Charts and index.

- 11 **Hilliard, Robert L., ed. Radio Broadcasting: An Introduction to the Sound Medium. 2nd edition. New York: Hastings House Publishers, 1974. 312 pp.**

This book is a basic text on principles and techniques of modern radio broadcasting. In developing this book on the "what" and "how-to" of radio, it was

decided to approximate the kind of information the reader might receive if enrolled as a student at a good university. Bibliography.

- 12 Landry, Robert J. This Fascinating Radio Business. Indianapolis: Bobbs-Merrill, 1946. 343 pp.  
An overview of radio as it stood just prior to the inception of network television. Coverage of history, organization, economics, technology, all types of program content, with some review of audience research and government regulation. Author was long-time radio editor and later general editor of Variety. Index and photographs.
- 13 Rose, Cornelia B. National Policy for Radio Broadcasting. New York: Harper & Bros., 1940 (reprinted by Arno Press, 1971). 289 pp.  
An examination of the technical structure of broadcasting, commercial structure, program content, freedom of the air, and a final three chapters attempting to rough out suggestions for a national policy. Bibliography, charts, glossary, and index.
- 14 Rothafel, Samuel L. and Raymond Francis Yates. Broadcasting: Its New Day. New York: Century Co., 1925 (reprinted by Arno Press, 1971). 316 pp.  
Probably the first popular discussion of radio's role and impact on American society. Covers drama, politics, education, international aspects, sports, religion, advertising, radio receivers, TV, jobs in radio, technical problems, and radio's likely future. Illustrations and photographs.
- 15 Siepman, Charles. Radio's Second Chance. Boston: Atlantic-Little, Brown, 1946.  
A critical analysis of radio's strength and its weakness in the United States with a "plan for the future."
- 16 Stewart, Irwin, ed. "Radio," Annals of the American Academy of Political and Social Science, Supplement to Volume CXLII, March 1929 (reprinted by Arno Press, 1971). 107 pp.  
A collection of 16 articles surveying the use of radio in the broadest terms. This volume includes discussion of radio's development, broadcasting around the world, two discussions of federal radio

regulation, four articles on radio uses other than broadcasting, and five articles on international radio regulation and radio in the First World War. Charts and index.

- 17 **Waller, Judith C. Radio: The Fifth Estate. 2nd edition. Boston: Houghton-Mifflin, 1950. 482 pp.**

A director of public affairs for NBC wrote this long-used college text covering structure of broadcasting, programming, public service shows, sales, audience, publicity and program traffic, engineering, and educational radio. Little on impact of television. Bibliography, charts, glossary, index, and photographs.

## B. Television

- 18 **Brown, Les. Television: The Business Behind the Box. New York: Harcourt, Brace, Jovanovich, 1971. 374 pp.**

The dollar sign is really part of the title and a major part of this network-oriented book which reviews events of television in 1970 to demonstrate what a typical (or perhaps atypical) year is like. The 15 chapters by the radio-TV editor of Variety cover in an entertaining fashion such topics as network program development, specials, use of films, ratings battles, advertising, summer replacement shows, public service programs, etc., all the time focusing on selected key individuals in decision-making positions. Index.

- 19 **Bussell, Jan. The Art of Television. London: Faber & Faber, 1952. 163 pp.**

This book is written from personal experience as a television producer, performer, and keen viewer. The author's aim was to give a general picture to the reader and to provide newcomers to the medium with food for basic thought. Charts, illustrations, index, and photographs.

- 20 **Cole, Barry G., ed. Television: A Selection of Readings from TV Guide Magazine. New York: Free Press, 1970. 605 pp.**

A collection of 79 articles from TV Guide in the 1960s, coverage here concentrates on programming,



ensorship and control, the audience, effects, and a review of coming changes in the medium, including CATV and cassettes. Annotations to each main section bring the coverage up to date of publication. Index.

- 21 Dizard, Wilson P. Television: A World View. Syracuse, N.Y.: Syracuse University Press, 1966. 349 pp.

The author's purpose in this work is to survey the present condition and the future implications of the development of television, with particular emphasis on its effect on American world leadership. Bibliography, charts, index, and photographs.

- 22 Donner, Stanley, ed. The Future of Commercial Television, 1965-1975. Stanford, Calif.: Department of Communications, Stanford University, 1965. 150 pp.

A report of the Stanford TV Seminar sponsored by TV Guide in which television industry leaders, advertising executives, and television advertisers met to discuss problems of mutual interest and explore problems of the future.

- 23 Dunlap, Orrin E., Jr. The Future of Television. 2nd edition. New York: Harper & Bros., 1947. 194 pp.

Though revised from the 1942 edition, this still concentrates heavily on the potential of TV. The 12 chapters cover such topics as the technical and legal development of TV, the role of TV in the home, types of programs, effects on the motion picture industry and theaters, likely effect on radio, sports, educational television, backstage data on TV production, and a brief technical review of the medium. Index and photographs.

- 24 Floherty, John J. Television Story. 2nd edition. Philadelphia: J. B. Lippincott Co., 1957. 160 pp.

Aimed at high school readers, this is a basic review of TV including comment on TV history, TV news, the studio and its operation, business of TV, advertising, color TV, etc. Glossary and photographs.

- 25 Friendly, Fred W. Due to Circumstances Beyond Our Control. New York: Vintage Books, 1968. 339 pp.

A first-person account of the television industry by the former president of CBS News. Index.

- 26 Gable, Luther S. H. The Miracle of Television. Chicago: Wilcox & Follett Co., 1948.

This is a general overview of TV just as its post-war commercial growth was underway. Chapters deal with studio operations, programming, some technical background, and some coverage of fluorescent rocks on TV! Illustrations, index, and photographs.

- 27 Glick, Ira O. and Sidney J. Levy. Living with Television. Chicago: Aldine Publishing Co., 1962. 262 pp.

This volume gives the reader an objective picture of what TV is today and what it is in the process of becoming. It is an exciting contribution to our body of knowledge about the meanings and functions of the symbol systems commonly shared by most Americans. Charts and index.

- 28 Hilliard, Robert L., ed. Understanding Television. New York: Hastings House Publishers, 1964. 254 pp.

Six well-known educators present a basic understanding of the major areas of television broadcasting. Bibliography, illustrations, index, and photography.

- 29 Hubbell, Richard. Television Programming and Production. 3rd edition. New York: Rinehart & Co., 1956. 272 pp.

The purposes of this book in text, photo, picture story, and diagram are to: 1) analyze and define the nature of television, 2) formulate basic theory for its development as an art, 3) demonstrate practical techniques for program production, 4) show how programs are created and produced, 5) show what is happening in television around the world, and 6) show some of the far-reaching effects of economics on programming and television growth. Charts, illustrations, index, photographs.

- 30 Hutchinson, Thomas. Here Is Television: Your Window to the World. 3rd edition. New York: Hastings House Publishers, 1950. 366 pp.

An extensive review of television just as network operations were beginning to expand. The 32 chapters include discussion of the tools of television, programs, and TV as a business. Much of the book is stated as potential and is thus an interesting view of perspectives on the medium at the time. Glossary, illustrations, photographs.

- 31 Kerby, Philip. The Victory of Television. New York: Harper & Bros., 1939. 120 pp.  
This 10-chapter review of TV in the late 1930s is a status report with discussions of the modern TV studio, lighting-music-accessories for production, the problem of TV's likely effect on movies, theater and the radio, the many kinds of programs, and two chapters on how the costs will be met. Brief review by NBC employee stresses the future. Glossary, index, photographs.
- 32 Lee, Robert E. Television: The Revolutionary Industry. New York: Essential Books, 1944. 230 pp.  
A war-time examination of likely TV industry development in the post-war years, Lee examines the rise of television, asks who will pay the predicted high costs, reviews likely program types, looks at the relationship of TV to movies, discusses TV commercials, and problems in the way of TV development. Interesting to compare his predictions with what subsequently happened.
- 33 Lohr, Lenox R. Television Broadcasting: Production-Economics-Technique. New York: McGraw-Hill, 1940. 274 pp.  
One of the earliest detailed views of television, this concentrates almost totally on the experience of NBC (of which the author was then president). Discussion of early studio and remote operations and various types of programs aired in the late 1930s gives good viewpoint of TV status when approved for full-time commercial operation. Other chapters review role of the sponsor, legal aspects of TV, the problems of establishing networks, and basic economic factors of operation. Charts, index, and photographs.
- 34 Mayer, Martin. About Television. New York: Harper & Row, 1972. 434 pp.  
A well-researched 14-chapter review of television in the early seventies, Mayer's coverage includes a brief review of TV's development, audience research, time-selling, prime-time and daytime commercial programs and stars, children's programs, sports, network news, politics and TV, documentaries, local TV outlets and their programming, public television, the role of cable TV, etc. Index.

- 35 Opotowsky, Stan. TV: The Big Picture. New York: Collier Books, 1961. 285 pp.  
This is a broad-based overview of television review-industry development, package agency role, advertising, role of FCC and other government agencies, westerns, unions, TV journalism, public service programs, sports, pay television, TV around the world, a brief review of the quiz scandals, effects on radio, etc. Index.
- 36 Paul, Eugene. The Hungry Eye: An Inside Look at TV. New York: Ballantine Books, 1962. 285 pp.  
An informal but data-packed review of TV in the early sixties with two major parts: the first discusses the ways and means and the second concentrates on programs and personalities. Emphasis throughout is on organization of industry and its related parts, and the costs of television on the network level.
- 37 Porterfield, John and Kay Reynolds, eds. We Present Television. New York: W. W. Norton, 1940. 298 pp.  
Eleven articles by as many contributors cover the techniques of TV, role of engineers, programming, the director, the actor, TV newsreels, TV on the West Coast, relationship of facsimile and FM to television, and how to finance the expected high costs. Interesting for its broad spectrum of viewpoints by different writers. Charts, glossary, and photographs.
- 38 Roe, Yale. The Television Dilemma: Search for a Solution. New York: Hastings House Publishers, 1962. 184 pp.  
A general discussion of the problems facing TV in America. Includes chapters on financing, educational TV, advertising and several sections concerning the author's views on responsibility and government regulation. Index.
- 39 Sharps, Wallace S. Commercial Television. London: Fountain Press, 1958. 496 pp.  
Treats both form and content of television. Discusses thoroughly the differences and similarities between television and motion picture production. Charts, glossary, illustrations, index, and photographs.

- 40 Shulman, Arthur and Roger Youman. The Television Years. New York: Popular Library, 1973. 322 pp.  
Essentially the same material as How Sweet It Was: Television, a Pictorial Commentary by the same authors, with some updating and rearranged by year rather than program type. Mainly pictures. Photographs.
- 41 Wilk, Max. The Golden Age of Television: Notes from the Survivors. New York: Delacorte Press, 1976. 274 pp.  
A long-time television writer has combined a kind of professional memoir with interviews with early television stars and not-so-stars, to provide a feeling for the milieu of network-level live production values. Index and photographs.
- 42 Williams, Raymond. Television: Technology and Cultural Form. London: Fontana, 1974. 160 pp.  
Useful structural analysis of what television is and does, focusing on the effects of technology on content and impact.
- 43 Wylie, Max. Clear Channels: Television and the American People. New York: Funk & Wagnalls, 1955. 408 pp.  
A program and effects-oriented review of the TV industry in the midst of its decade of growth, the book contains chapters on television and Congress, baseball, radio versus TV, cultural programs, effects on children, three chapters on educational television, and three on the foibles of TV advertising. Index and photographs.

### C. General

See also nos. 203, 270, 813.

- 44 **Abbot, Waldo and Richard L. Rider. Handbook of Broadcasting: The Fundamentals of Radio and Television. 4th edition. New York: McGraw-Hill, 1957. 531 pp.**  
**This book has 29 chapters discussing technology of radio-TV, programming, announcing and speaking on the air, news programs, sports, talks and addresses, public service, music, children's shows,**

educational broadcasting, writing for broadcast, directing, sound effects, TV production and direction, recording, advertising, radio-TV law, broadcasting careers, etc. The list suggests the breadth of coverage with emphasis on practical over theoretical and critical. Bibliography, glossary, illustrations, index, and photographs.

- 45 **Chester, Giraud; Garnet R. Garrison; and Edgar E. Willis. Television and Radio. 4th edition. New York: Appleton-Century-Crofts, 1971. 613 pp.**  
First 250 pages offer 15 chapters tracing growth of broadcasting, programming, the FCC, networks, stations and cable TV, advertisers and agencies, audience, politics on the air, self-regulation, comparative systems and international broadcasting, educational radio-TV, and criticism. Second part of 15 chapters offers about 300 pages on all aspects of TV and radio in the studio. Bibliography, charts, glossary, index, and photographs.
- 46 **Crosby, John. Out of the Blue: A Book About Radio and Television. New York: Simon & Schuster, 1952. 301 pp.**  
Selections from the author's syndicated column, "Radio and Television." Index.
- 47 **Davison, W. Phillips; James Boylan; and Frederick T. C. Yu. Mass Media Systems and Effects. New York: Praeger, 1976. 245 pp.**  
Has chapters on the age of media, contrasting media systems, media sociology, and communication channels. Bibliography, illustrations, and index.
- 48 **DeFleur, Melvin L. and Sandra Ball-Rokeach. Theories of Mass Communication. 3rd edition. New York: David McKay, 1975. 185 pp.**  
This work attempts to pull together a number of theoretical ideas, some widely studied already and some not well investigated, so as to give an organized indication of about where we are at present in the development of theories of mass communication. Bibliography, charts, illustrations, and index.
- 49 **Dexter, Lewis A. and David Manning White, eds. People, Society, and Mass Communications. New York: Free Press, 1964. 595 pp.**

Twenty-eight articles combining the new and old and concentrating on audience and effects with a lengthy section on research methods and trends. Bibliography and index.

- 50 **Emery, Edwin; Phillip Ault; and Warren K. Agee. Introduction to Mass Communications. 5th edition. New York: Harper & Row, 1976. 469 pp.**  
Reviews each of the media separately. Good reference book with an annotated bibliography which includes books, periodicals, reports, and organizations. Bibliography, charts, and photographs.
- 51 **Emery, Michael C. and Ted Curtis Smythe, eds. Readings in Mass Communication: Concepts and Issues in the Mass Media. 2nd edition. Dubuque, Iowa: William C. Brown, 1974. 562 pp.**  
Offers an alternative, media-arranged table of contents to supplement regular organization: changing concepts of media, revolution in media, and multiplying media debates. Bibliography.
- 52 **Ewbank, Henry L. and Sherman P. Lawton. Broadcasting: Radio and Television. New York: Harper & Bros., 1952. 528 pp.**  
One of the raft of college texts written for the post-war expansion of curricula in this area, this volume begins with several chapters of overview of broadcasting, then delves deeply into program types, directing the program, and evaluating it with audience research. Emphasis throughout is heavily on radio rather than TV. Bibliography, charts, index, and photographs.
- 53 **Hammel, William M., ed. The Popular Arts in America. New York: Harcourt, Brace, Jovanovich, 1972. 436 pp.**  
A general media anthology which covers popular music as well as the major media.
- 54 **Head, Sydney W. Broadcasting in America: A Survey of Television and Radio. 3rd edition. Boston: Houghton-Mifflin, 1976. 629 pp.**  
Best single volume explaining American broadcasting, how it works, and how it got that way. Updates the second edition which was released just four years ago. Bibliography.

- 55 **Hellman, Hal.** **Communications in the World of the Future.** New York: M. Evans & Co., 1969. 201 pp.  
Story of communications from the distant past to the near future. Everything is either actual or possible. Bibliography, index, and photographs.
- 56 **Hixon, Richard F., ed.** **Mass Media: A Casebook.** New York: Crowell, 1973. 285 pp.  
Twenty-three previously published essays dealing with the whole media spectrum. Bibliography.
- 57 **Holmgren, Rod and William Norton, eds.** **The Mass Media Book.** Englewood Cliffs, N.J.: Prentice-Hall, 1972. 421 pp.  
A general media anthology which is divided into sections on news and entertainment media.
- 58 **Kingson, Walter K.; Rome Cowgill; and Ralph Levy.** **Broadcasting Television and Radio.** New York: Prentice-Hall, 1955. 274 pp.  
A college text in three parts: radio-TV performance, writing and directing, and just over 100 pages on broadcasting in general. Bibliography, index, photographs.
- 59 **Lawton, Sherman P.** **Introduction to Modern Broadcasting: A Manual for Students.** New York: Harper & Row, 1963. 157 pp.  
A workbook offering over 30 group and individual work projects. Quite useful for those needing ideas and/or ready-made assignments.
- 60 **Lawton, Sherman P.** **The Modern Broadcaster: The Station Book.** New York: Harper & Bros., 1961. 351 pp.  
Designed for station employees and potential employees, this volume is divided into two parts: your station, and jobs at broadcast stations. Radio and TV are treated together and evenly throughout in this basic book. Charts, glossary, index, and photographs.
- 61 **Lichty, Lawrence W. and Joseph M. Ripley, II, eds.** **American Broadcasting: Introduction and Analysis--Readings.** Madison, Wisc.: College Printing & Typing Co., 1969. 778 pp.  
A massive collection of reprinted articles,



documents, trade publications, statistics, and tables on the broadcasting industry. Some 25 pages on world and international broadcasting, 158 on broadcasters and stations, programs, audience and audience research, regulation, and goals-effects. Charts.

- 62 **Lindsley, Charles Frederick.** **Radio and Television Communication.** New York: McGraw-Hill, 1952. 492 pp.  
 A heavily radio-oriented text with the first 180 pages covering an overview of the industry, a second part of 140 pages discussing principles and types of performance, about 60 pages on the probable effects and role of television, and some 60 pages of a 'performance manual.' Bibliography, charts, glossary, index, and photographs.
- 63 **Lineberry, William P., ed.** **Mass Communications.** New York: H. W. Wilson Co., 1969. 206 pp.  
 Twenty-two articles from the 1960s generally exploring media's role. Bibliography.
- 64 **Lutz, William D., ed.** **The Age of Communication.** Pacific Palisades, Calif.: Goodyear Publishing Co., 1974. 431 pp.  
 This book has three parts: advertising, news media, and current culture. Illustrations.
- 65 **Machlup, Fritz.** **The Production and Distribution of Knowledge in the United States.** Princeton, N.J.: Princeton University Press, 1962. 416 pp.  
 Includes chapters on historical and statistical surveys of printing and publishing, the stage and cinema, and radio and television. Charts and index.
- 66 **Maddox, Brenda.** **Beyond Babel: New Directions in Communications.** New York: Simon & Schuster, 1972. 288 pp.  
 Offers a highly literate discussion of satellites, cable television, and the changing role for telephones.
- 67 **Martin, James.** **Future Developments in Telecommunications.** Englewood Cliffs, N.J.: Prentice-Hall, 1971. 413 pp.  
 Focuses on the next 30 years of telecommunications developments and looks at picturephones, computers, cable television, lasers, home terminals,

satellites, and miniturization. Analyzes the public policy aspects of all of these in a fascinating well-illustrated view of where we are likely to be in the next several decades. Illustrations.

- 68 Michaelis, Anthony R. From Semaphore to Satellite. Geneva: International Telecommunications Union, 1965. 343 pp.

An excellent historical survey of the development of international telecommunications (radio, telephone, telegraph, and television) technology and law built around a core discussion of the International Telecommunication Union's first century.

- 69 Newman, Joseph, ed. Wiring the World: The Explosion in Communications. Washington, D.C.: U.S. News and World Reports, 1971. 207 pp.

Discusses modern communications media including pay television. Makes heavy use of maps and diagrams. Illustrations.

- 70 Phillips, David C.; John M. Grogan; and Earl H. Ryan. Introduction to Radio and Television. New York: Ronald Press Co., 1954. 423 pp.

As an introductory survey, this book is written for those who want a general understanding of radio and television, as well as for those who plan careers in the two media. The book combines practical information on the production of broadcasts with background material on the development of the industry, its organization, operations, and special problems. Bibliography, charts, glossary, illustrations, index, and photographs.

- 71 Pool, Ithiel de Sola and Wilbur Schramm, eds. Handbook of Communication. Chicago: Rand McNally, 1973. 1011 pp.

A review of the entire field of communications (including mass media) in 31 sections, each of which is essentially an analysis of research and other literature to about 1970. Each article has a supplementary bibliography, and items listed are discussed in the article. Bibliography and index.

- 72 Rissover, Frederick and David G. Birch, eds. Mass Media and the Popular Arts. New York: McGraw-Hill, 1971. 348 pp.

Good illustrations including a color section. Offers readings on advertising, journalism, cartoons, radio-television, photography and motion pictures, pop literature and music, public education, etc. Illustrations.

- 73 **Rosenberg, Bernard and David Manning White, eds. Mass Culture Revisited. New York: Van Nostrand/Reinhold, 1971. 473 pp.**  
A collection of 29 articles with Rosenberg taking the elitist point of view and White countering with a defense of media's role.
- 74 **Sandman, Peter; David Rubin; and David Sachsman. Media: An Introductory Analysis of American Mass Communications. 2nd edition. Englewood Cliffs, N.J.: Prentice-Hall, 1976. 483 pp.**  
Coverage of wire services, books, film, and minorities and women in media have all been expanded in this edition.
- 75 **Sandman, Peter M.; David M. Rubin; and David B. Sachsman, eds. Media Casebook: An Introductory Reader in American Mass Communications. Englewood Cliffs, N.J.: Prentice-Hall, 1972. 184 pp.**  
A journalistically oriented review of the development, responsibility, structure, and news reporting of American media.
- 76 **Schiller, Herbert I. Mass Communications and American Empire. Boston: Beacon Press, 1971. 170 pp.**  
The first comprehensive examination of domestic and international mass communications structure and policy in the United States. Index.
- 77 **Schramm, Wilbur, ed. Mass Communications: A Book of Readings. Urbana: University of Illinois Press, 1960. 695 pp.**  
Though now dated, still offers one of the clearest selections of data for beginning students. Bibliography and charts.
- 78 **Schramm, Wilbur and Donald F. Roberts, eds. The Process and Effects of Mass Communication. 2nd edition. Urbana: University of Illinois Press, 1971. 997 pp.**  
This edition of Process and Effects is a combination

of old classics, new classics, and reports on "state of the art" in important areas of communication study. It also looks at some of the new media that lie just over the horizon. Bibliography, charts, illustrations, and index.

- 79 **Siepmann, Charles A. Radio, Television, and Society.** New York: Oxford University Press, 1950. 410 pp.  
A well-written analysis divided into two parts: systems of broadcasting, and social implications of radio and television. Bibliography, charts, and index.
- 80 **Smythe, Ted C. and George A. Mastroianni, eds. Issues in Broadcasting: Radio, Television, and Cable.** Palo Alto, Calif.: Mayfield Publishing, 1975. 430 pp.  
Provides 38 previously published selections examining broadcasting, cable, public broadcasting, international and foreign systems, and new technology.
- 81 **Stanley, Robert H., ed. The Broadcast Industry: An Examination of Major Issues.** New York: Hastings House Publishers, 1975. 256 pp.  
Presents the views of prominent broadcasting practitioners and teachers on the problems facing broadcasters today. Major issues included are: news management, license renewal, regulation, program content, public television, and economic questions. Index and photographs.
- 82 **Steinberg, Charles S. The Communicative Arts: An Introduction to Mass Media.** New York: Hastings House Publishers, 1970. 371 pp.  
This is a concise historical and critical survey of every area of mass communication, from newspapers to magazines to comics to movies. Bibliography, charts, and index.
- 83 **Stevens, John D. and William E. Porter, eds. The Rest of the Elephant: Perspectives on the Mass Media.** Englewood Cliffs, N.J.: Prentice-Hall, 1973. 186 pp.  
Sixteen previously published writings on mass media audiences, business aspects, behind-the-scenes views, and journalism. Bibliography and index.

- 84 **Summers, Robert E. and Harrison B. Summers. Broadcasting and the Public. Belmont, Calif.: Wadsworth, 1966. 402 pp.**  
A solid 13-chapter overview of American broadcasting with chapters on comparative systems, broadcast history, business of broadcasting, stations and networks, regulation, programs, audience measurement, criticism, news and education, etc. Charts, index, and photographs.
- 85 **Tyler, Poyntz, ed. Television and Radio. New York: H. W. Wilson Co., 1961. 192 pp.**  
A small collection of 24 articles and excerpts from the late 1950s dealing heavily with issues in television broadcasting. Emphasis is on role of broadcasting and its problems. Bibliography.
- 86 **Valdes, Joan and Jeanne Crow, eds. The Media Reader. (Teacher's guide available.) Dayton, Ohio: Pflaum, 1975. 390 pp.**  
Contains more than 50 readings on all aspects of media, stressing content trends and including popular music and still photography subjects.
- 87 **Willis, Edgar E. Foundations in Broadcasting: Radio and Television. New York: Oxford University Press, 1951. 439 pp.**  
A well-organized review of practical and theoretical concepts, the first half covers broadcast history, station-network role, advertising, regulation, measuring audience and program, programs, educational radio, etc. The next two parts cover radio techniques and TV production. Bibliography, charts, glossary, index and photographs.
- 88 **Wilmotte, Raymond M. Technological Boundaries of Television, 3 volumes, document number PB-241 599. Washington, D. C.: National Technical Information Service, U.S. Department of Commerce, 1975. Approximately 100 pp.**  
In this report to the FCC the author presents a carefully researched and reasoned set of predictions about what we can expect television to be and do during the next ten years and beyond. Illustrations and photographs.

## 2. HISTORY

### A. Radio

See also nos. 287, 389, 1066, 1067.

- 89 Archer, Gleason L. Big Business and Radio. New York: American Historical Society, 1939 (reprinted by Arno Press, 1971). 503 pp.  
Though ostensibly a continuation of History of Radio, this volume's first half is devoted to new findings and restatements of the AT&T versus RCA litigation of the 1922-1926 period. The second half is essentially a history of RCA and especially NBC, with information on CBS and some individual stations. The story is taken to 1938 with emphasis on the major business organizations and their economic-political doings, rather than on radio as a social and entertaining force. Illustrations and index.
- 90 Archer, Gleason L. History of Radio to 1926. New York: American Historical Society, 1938 (reprinted by Arno Press, 1971). 421 pp.  
The most detailed history of wireless and radio developments to the mid-1920s, this volume was written primarily from the files of RCA and NBC. Emphasis is on economics and organization for international and domestic radio uses. Index and photographs.
- 91 Banning, William Peck. Commercial Broadcasting Pioneer: The WEA F Experiment--1922-1926. Cambridge, Mass.: Harvard University Press, 1946. 308 pp.  
The formative years of one of the most important stations in the country (now WNBC in New York), this detailed history relates the founding of then

WEAF by AT&T and early decisions on acceptance of advertising by this, the first station to do so. Important for the key role WEAF played in early program and network trends, and as it led to first nationwide NBC network. Charts, index, and photographs.

- 92 **Barnouw, Erik.** *A Tower in Babel: A History of Broadcasting in the United States to 1933.* Volume I. New York: Oxford University Press, 1966. 344 pp.

The first of what is presently the definitive three-volume history of American radio-TV, this concentrates on the pre-1920 development of radio, role of radio in World War I, the growth of radio in the 1920s, details early growth of networks and regulation, and concludes with radio in the depression. Bibliography, index, and photographs.

- 93 **Chase, Francis, Jr.** *Sound and Fury: An Informal History of Broadcasting.* New York: Harper & Bros., 1942. 303 pp.

The 16 chapters concentrate on program types (talk shows, political radio, early news programs, soap operas, drama, comedy shows, dance bands, international propaganda) with a stress on personalities. First three chapters offer brief history of the industry as a whole.

- 94 **Dalton, W. M.** *The Story of Radio,* 8 volumes. London: Adam Hilger Ltd., 1975-1976.

- 95 **Dunlap, Orrin E., Jr.** *Radio Advertising.* New York: Harper & Bros., 1931. 383 pp.

A 27-chapter review of radio advertising practices, this is a reorganized and expanded treatment of an earlier (1929) book by the same author. Useful for its information on radio versus print media, the radio audience, research as to radio advertising effects, advertising and the law, and a chapter on television advertising prospects. Charts and index.

- 96 **Evans, James F.** *Prairie Farmer and WLS: The Burridge D. Butler Years.* Urbana: University of Illinois Press, 1969. 329 pp.

History of the pre-1948 development of a key mid-western (Chicago) clear-channel station and its agricultural programming. View of a typical large station

operation with insight on radio's effects on farmers and rural areas in the thirties and forties. Bibliography, index, and photographs.

- 97 **Frost, S. E., Jr.** Education's Own Stations: The History of Broadcast Licenses Issued to Educational Institutions. Chicago: University of Chicago Press, 1937 (reprinted by Arno Press, 1971). 500 pp.  
Short descriptions of all known attempts to establish educational radio in the U.S. and brief histories of educational broadcasting in individual communities across the country are given by Frost who details as well the problems faced by such stations.
- 98 **Gordon, George N. and Irving A. Falk.** On-the-Spot Reporting: Radio Records History. New York: Julian Messner, 1967. 191 pp.  
The author covers the growth of broadcasting, its increasing impact on America's daily life, and its importance in times of war, national and international crises, and political struggles. Photographs.
- 99 **Gray, G. J.** Bits of Wireless History. Cincinnati: The Author, 1969. 60 pp.  
A very brief description of the collection of old radio apparatus in the author's museum in Ohio, this is a useful guide to the intricacies of early radio apparatus and its manufacture. Photographs.
- 100 **Greenwood, Harold S.** A Pictorial Album of Wireless and Radio: 1905-1928. Los Angeles: Floyd Clymer, 1961 (reissued as Vintage Radio with some revisions in 1972). 222 pp.  
A virtual picture encyclopedia of old radio receivers, apparatus, and equipment from radio's first decades, interspersed with information on early radio manufacturing companies and some of their advertisements. Most items illustrated are labeled with manufacturer, date made, and original price. Good reference for old radio collectors, and of interest for the general historian. Photographs.
- 101 **Haslett, A. W.** Radio Round the World. London: Cambridge University Press, 1934. 196 pp.  
A brief but solid analysis of radio's development and role in the early 1930s, seen from essentially



a technical point of view. Chapters include the development of radio, the effect of sun and sky on radio waves, future of radio and short-wave, television, radio and medicine, radio and safety at sea, radio at war, and radio and weather forecasting. Charts, illustrations, index, and photographs.

- 102 Herron, Edward A. Miracle of the Air Waves: A History of Radio. New York: Julian Messner, 1969. 191 pp.

This is the story of radio's amazing growth, the scientific pioneers who fostered it, and the transformation it has worked on the twentieth-century world. Index and photographs.

- 103 Koch, Howard. The Panic Broadcast: Portrait of an Event. Boston: Little, Brown, 1970. 163 pp.

The author, who wrote the radio script of H. G. Wells' *The War of the Worlds* has, through research, interviews, and personal recollections, re-created the terror and excitement of that night when America lost its wits. Illustrations and photographs.

- 104 Low, A. M. Wireless Possibilities. New York: Dutton, 1924. 77 pp.

Short, technical view of coming trends in and uses of radio, including television and radio at war. Illustrations.

- 105 Maclaurin, W. Rupert. Invention and Innovation in the Radio Industry. New York: Macmillan, 1949 (reprinted by Arno Press, 1971). 304 pp.

Essentially a technical/business history of the radio manufacturing industry and key inventor/innovators in the 1900-1945 period. There are lengthy discussions of the role of Marconi, Fessenden, DeForest; major electrical firms' role in radio; the struggle over radio-TV patents; industrial research into radio; government regulation and industrial research as factors in the rise of FM and television; etc. Bibliography, charts, illustrations, index, and photographs.

- 106 McNicol, Donald. Radio's Conquest of Space. New York: Murray Hill Books, 1946 (reprinted by Arno Press, 1974). 374 pp.

A solid technical history of radio from the late

1900s to the end of World War II, with a focus on key inventions. Chapters trace the rise of key types of equipment and discuss key inventors at some length. An understanding of the basics of radio is useful in approaching this work, written by a long-time radio engineer. Illustrations, index, photographs.

- 107 **The Radio Industry: The Story of Its Development.** Chicago: A. W. Shaw, 1928 (reprinted by Arno Press, 1974). 330 pp.  
 Collection of 11 lectures given to a 1927-1928 graduate seminar by prominent radio leaders. Topics covered include pre-World War I development, radio in the war, development of radio and broadcasting since 1920, research and manufacturing of radio equipment, radio law, early radio stations, first year of NBC, distribution and selling of radio receivers, advertising on the air, etc. Valuable for contemporary view by then-leaders of the industry. Charts, illustrations, index, and photographs.
- 108 **Sanger, Elliott M. Rebel in Radio: The Story of WQXR.** New York: Hastings House Publishers, 1973. 190 pp.  
 In 1936 Elliott Sanger and his associate, John V. L. Hogan, had the unique idea of combining the science of radio with the ancient art of music, and started what eight years later became the now-famous WQXR, "The Radio Station of the New York Times." Illustrations, index, and photographs.
- 109 **Schubert, Paul. The Electric Word: The Rise of Radio.** New York: Macmillan, 1928 (reprinted by Arno Press, 1971). 311 pp.  
 One of the best histories of the development of radio covering the first three decades of this century. Part 1 details the era of maritime adoption (from Marconi up to the war), part 2 examines radio's role in World War I, and part 3 looks into the rise of broadcasting.
- 110 **Settel, Irving. A Pictorial History of Radio.** 2nd edition. New York: Grosset & Dunlap, 1967. 192 pp.  
 A fairly solid text and picture review from radio's technical pre-history (twenties through

sixties). Stress is on programs and personalities, but there is good information on other aspects of radio development (regulation, the audience, stations and networks, etc.) in the text. Index and photographs.

- 111 **Shurick, Edward P. J.** The First Quarter-Century of American Broadcasting. Kansas City, Mo.: Midland Publishing Co., 1946. 374 pp.  
 Basically a collection of 16 annotated chronologies reviewing various aspects of radio broadcasting history, this volume concentrates on local stations' "firsts" in programming types. Index and photographs.
- 112 **Slate, Sam J. and Joe Cook.** It Sounds Impossible. New York: Macmillan, 1963. 270 pp.  
 Written by two CBS executives, this is a very informal, light, and people-oriented review of radio history. The stress is on specific programs and stars in a readable episodic treatment of radio nostalgia. Index and photographs.
- 113 **Summers, Harrison B., ed.** A Thirty Year History of Programs Carried on National Radio Networks in the United States: 1926-56. Columbus: Ohio State University Press, 1958 (reprinted by Arno Press, 1971). 218 pp.  
 An invaluable reference source, this book lists by program type every known radio network show on the air in January of each year from 1927 to 1956. This book is the only reference of its kind in existence.
- 114 **White, Llewellyn.** The American Radio: A Report on the Broadcasting Industry in the United States From the Commission on Freedom of the Press. Chicago: University of Chicago Press, 1947 (reprinted by Arno Press, 1971). 255 pp.  
 One of the Hutchins Commission studies, this volume is a good review of radio's first quarter century with a stress on problems of regulation and responsibility. Volume seeks out major trouble spots for analysis, and suggests several methods of improving radio.

B. Television

See also nos. 342, 529, 1074.

- 115 **Abramson, Albert.** **Electronic Motion Pictures: A History of the Television Camera.** Berkeley: University of California Press, 1955 (reprinted by Arno Press, 1974). 212 pp.

An important and detailed technological history of the development of television from experiments with mechanical systems to introduction and development of the electronic system. Solid information presented in a well-illustrated fashion ends up with the first decade of commercial operation (1946-1955), details changing methods of showing film on television, and describes the rise of color TV. Glossary, illustrations, index, and photographs.

- 116 **Barnouw, Erik.** **Tube of Plenty: The Evolution of American Television.** New York: Oxford University Press, 1975. 518 pp.

A single volume summation of the television material contained in Barnouw's three-volume history. Charts, illustrations, index, and photographs.

- 117 **Blum, Daniel.** **A Pictorial History of Television.** New York: Chilton, 1959 (reprinted by Bonanza, 1965). 288 pp.

The first such TV book, it is nearly all pictures with little or no text. Of interest for its information on specific episodes of programs in the first decade of TV networks. Index and photographs.

- 118 **Dinsdale, A. A.** **First Principles of Television.** New York: John Wiley, 1932 (reprinted by Arno Press, 1971). 241 pp.

One of the best early descriptions of the status of television in the early 1930s, this volume explains in illustrated detail the existing mechanical and electronic systems of television in the U.S. and Europe. Extensive coverage is given to the systems of Baird, Jenkins, AT&T's work, then-current developments in Germany, England and America, and the many basic considerations in any TV system. Valuable for its detailed look at TV in its earliest years. Illustrations, index, and photographs.

- 119 Dunlap, Orrin E., Jr. The Outlook for Television. New York: Harper & Bros., 1932 (reprinted by Arno Press, 1971). 297 pp.  
Essentially a collection of the author's reporting in the New York Times in the 1920s and early 1930s on the developments taking place in experimental television. Good contemporary views on important experiments, announcements, developments, and trends. Each article is dated, thus showing when it was written and originally published. Illustrations, index, and photographs.
- 120 Everson, George. The Story of Television: The Life of Philo T. Farnsworth. New York: W. W. Norton, 1949 (reprinted by Arno Press, 1974).
- 121 Felix, Edgar Herbert. Television: Its Methods and Uses. New York: McGraw-Hill, 1931. 272 pp.  
Book outlines development of existing television systems, the standards of performance essential for a commercial service, the limitations of existing methods, and the nature of the developments necessary to bring performance of public service quality. Illustrations, index, and photographs.
- 122 Fielding, Raymond, ed. A Technological History of Motion Pictures and Television. Berkeley: University of California Press, 1967. 255 pp.  
A collection of disconnected articles of varying authoritativeness and varying dependability.
- 123 Hubbell, Richard. 4000 Years of Television. New York: Putnam, 1942. 256 pp.  
A light and informal history of television. Essentially its technical development but with business highlights as well, up to the start of World War II. Most of the work is devoted to the developments of CBS and RCA in the 1925-1940 period. Glossary, illustrations, and index.
- 124 Metz, Robert. CBS: Reflections in a Bloodshot Eye. Chicago: Playboy Press, 1975. 428 pp.  
Offers a somewhat episodic history of CBS. Stresses people and programming; also offers fascinating behind-the-scenes content.
- 125 Settel, Irving and William Laas. A Pictorial History

of Television. New York: Grosset & Dunlap, 1969. 209 pp.

Though stressing programs and personalities like the matching volume on radio, this volume contains good material on TV's development technologically and refers to important non-program events as well. Index and photographs.

- 126 Waldrop, Frank and Joseph Borkin. Television: A Struggle for Power. New York: Morrow, 1938 (reprinted by Arno Press, 1971). 299 pp.

A critical study of the attempt of big business to monopolize the development and exploitation of then-new television broadcasting. Detailed discussion of the patent problem, corporate contracts, the role of government regulation, etc. Provides a good business history of TV to 1938. Bibliography and index.

- 127 Yates, Raymond F. New Television: The Magic Screen. New York: Didier, 1948. 175 pp.

An informal technical history of television from the earliest forebears to commercial operations. Illustrations and photographs.

### C. Biographies and Autobiographies

See also nos. 373, 392.

- 128 de Forest, Lee. Father of Radio. Chicago: Wilcox & Follett Co., 1950. 502 pp.

The autobiography of the inventor of the three-element tube or triode (audion) in 1906-1907 which allowed for amplification and better detection of radio signals than ever before. After 1930, and a series of disastrous business deals, de Forest worked almost full time on film sound projects. Illustrations, index, and photographs.

- 129 Dunlap, Orrin E., Jr. Marconi: The Man and His Wireless. Revised edition. New York: Macmillan, 1938 (reprinted by Arno Press, 1971). 362 pp.

This is the story of Marconi--of his ingenuity. The emphasis is on the man's work and on his personality. Index and photographs.

- 130 **Dunlap, Orrin E., Jr.** Radio's 100 Men of Science. New York: Harper, 1944. 294 pp.  
A useful reference collection of short two-three page biographies of technical pioneers in the development of radio and television, gathered by the former radio editor of the New York Times. The biographies are arranged chronologically by birth date from key people of the 1600s and 1700s up to contemporaries of the 1930s and 1940s. Index and photographs.
- 131 **Field, Charles K.** The Story of Cheerio by Himself. Garden City, N.Y.: Garden City Publishing Co., 1936. 382 pp.  
Autobiography of the host of a long-running network inspirational program, mainly devoted to the program and its effect. Photographs.
- 132 **Husing, Ted.** Ten Years Before the Mike. New York: Farrar & Rinehart, 1935.
- 133 **Jolly, W. P.** Marconi. New York: Stein & Day, 1972. 292 pp.  
The latest full-length biography of the early inventor-innovator, this is perhaps the most objective view of the man now available in English. Written essentially from primary sources, Jolly reviews the man and his invention, giving much attention to the rise and role of radio and the Marconi Company. Bibliography, index, and photographs.
- 134 **Kaltenborn, H. V.** Fifty Fabulous Years. New York: Putnam, 1950.
- 135 **Kendrick, Alexander.** Prime Time: The Life of Edward R. Murrow. Boston: Little, Brown, 1969. 548 pp.  
Traces the life of one of America's outstanding newsmen. Intriguing chronicle of one man's influence on the development of broadcast news. Bibliography, index, and photographs.
- 136 **Lessing, Lawrence.** Man of High Fidelity: Edwin Howard Armstrong. Philadelphia: J. B. Lippincott Co., 1956 (reissued in a somewhat expanded form by Bantam Books, 1969). 320 pp.  
A sympathetic biography of the inventor of the

regenerative, superheterodyne, and frequency modulation radio circuits, with major emphasis on the inventor's all-consuming passion--the frustrating early development of FM radio which eventually drove Armstrong to his suicide in 1954. The paperback revision contains valuable added information on the end of the patent wars fought by the Armstrong estate against RCA and other firms, and describes the eventual rebirth of FM broadcasting in the 1960s. Bibliography, illustrations, index, and photographs.

- 137 Lyons, Eugene. David Sarnoff: A Biography. New York: Harper & Row, 1966. 372 pp.

The only book-length treatment of the long-time guiding light of RCA, this is an admiring book which tends to overlook low points and faults. Provides fascinating reading on the rise of Sarnoff from immigrant to early wireless operator, to initial work with American Marconi, to his rise within RCA. Much of the volume is a history of both RCA and the radio-television media as well, with a stress on the technological developments Sarnoff championed. Index and photographs.

- 138 Marconi, Degna. My Father, Marconi. New York: McGraw-Hill, 1962. 320 pp.

An interesting look into the life of one of the pioneers in mass communications. Discusses the man as a father and a scientist. Index and photographs.

- 139 Mugglebee, Ruth. Father Coughlin, the Radio Priest. New York: Garden City Publishing Co., 1933.

A very sympathetic biography of Michigan's radio preacher.

- 140 Spivak, John L. Shrine of the Silver Dollar. New York: Modern Age Books, 1940. 180 pp.

A critical polemic against Father Charles Coughlin, this book is heavily based on documents showing his financial manipulations made possible by large donations to his radio speeches. There is a good deal of information on the administration and operation of the "Shrine of the Little Flower," as well as excerpts and information on the radio programs themselves.



- 141 **Stern, Bill.** **The Taste of Ashes: An Autobiography.** New York: Holt, 1959.

D. General

See also nos. 160, 194, 269, 295, 349, 352, 568, 671, 746, 750, 803, 840, 844, 863, 1087, 1090.

- 142 **Barber, Red.** **The Broadcasters.** New York: Dial Press, 1970. 271 pp.  
 Good historical report on sports in broadcasting, baseball in particular. Humorous account of early days of sportscasting of which the author was a part. Illustrations.
- 143 **Barnouw, Erik.** **The Golden Web: A History of Broadcasting in the United States 1933-1953.** Volume 2. New York: Oxford University Press, 1968. 391 pp.  
 Second of three volumes, this book concentrates on the major broadcasting networks and includes detailed discussion of the coming of the New Deal and the 1934 Act, news and politics on the air, the "golden age of radio" in the late 1930s and war years, radio in the second war, post-war confusion as TV and FM grew with AM, blacklisting, and the early growth of TV stations and programs. Bibliography, index, and photographs.
- 144 **Barnouw, Erik.** **The Image Empire: A History of Broadcasting in the United States from 1953.** Volume III. New York: Oxford University Press, 1970. 396 pp.  
 One of three volumes on the history of broadcasting. The Image Empire begins when television was just becoming a dominant force in our nation. A chronicle of events in the field of broadcasting from 1953 to 1969. Bibliography, index, and photographs.
- 145 **Barnouw, Erik.** **Mass Communication: Television, Radio, Film, Press; The Media and Their Practice in the United States of America.** New York: Rinehart & Co., 1956. 280 pp.  
 Good reference on the history of mass communications up to publishing date. Offers sections on psychology of mass communications and the sponsors

of mass communications. Bibliography, illustrations, and index.

- 146 **Codding, George A.** **The International Telecommunication Union: An Experiment in International Cooperation.** Leiden: Brill, 1952 (reprinted by Arno Press, 1972). 505 pp.

This volume is a standard and definitive history of the International Telecommunication Union from its formation in 1865. The volume covers world regulation of telegraph, telephone, cable, radio, and television communications. Bibliography and index.

- 147 **Dunlap, Orrin E., Jr.** **Communications in Space: From Marconi to Man on the Moon.** 3rd edition. New York: Harper & Row, 1970. 338 pp.

The book begins with the discovery of electromagnetic waves and the electron, advancing with radio, television, and radar through unmanned probes and the earliest space flights of Alan Shepard and Yuri Gagarin, to the very latest in manned and unmanned space exploration and research. Illustrations, index, and photographs.

- 148 **Dunlap, Orrin E., Jr.** **Dunlap's Radio & Television Almanac: Men, Events, Inventions and Dates That Made History in Electronics from the Dawn of Electricity to Radar and Television.** New York: Harper & Bros., 1951. 211 pp.

The title pretty well sums up this chronology assembled by long-time New York Times radio writer who later worked for RCA. Chronology is divided into eight major periods and is supplemented by lists of FRC and FCC members and presidents of major trade organizations. Index and photographs.

- 149 **Fabre, Maurice.** **A History of Communications.** New York: Hawthorn Books, 1963. 112 pp.

Traces human communications from drawings on the walls of caves to modern satellite communication systems. Illustrations and photographs.

- 150 **Farrar, Ronald T. and John D. Stevens, eds.** **Mass Media and the National Experience: Essays in Communications History.** New York: Harper & Row, 1971. 196 pp.

Offers 11 original essays on problems in communications history.

- 151 **Galloway, Jonathan F.** The Politics and Technology of Satellite Communications. Lexington, Mass.: Lexington/Heath, 1972. 247 pp.  
Provides a detailed history of space communication and the organizations built up around that process. The author analyzes Comsat and Intelsat, their organizational problems, and their likely prospects.
- 152 **Green, Abel and Joe Laurie, Jr.** Show Biz: "Variety" from Vaude to Video. New York: Holt, 1951 (reprinted by Kennikat Press, 1971).
- 153 **Gross, Ben.** I Looked and I Listened: Informal Recollections of Radio and TV. New York: Random House, 1954 (reprinted with additional 24 pages by Arlington House, 1970). 373 pp.  
A personal view of highlights by the long-time radio-TV editor of the New York Daily News. Heavy concentration on radio era, and main emphasis is on people and programs. Index and photographs.
- 154 **Mitchell, Curtis.** Cavalcade of Broadcasting. Chicago: Follett Publishing Co., 1970. 254 pp.  
Official NAB-backed picture history of radio and television is aimed at high school and junior college level. While suffering from oversimplification and numerous errors of fact, book still offers adequate overview of first half-century of radio-TV with emphasis on people, programs, and events rather than trends and analysis. Photographs.
- 155 **Sarnoff, David.** Looking Ahead: The Papers of David Sarnoff. New York: McGraw-Hill, 1968. 313 pp.  
Selections from the public and private writings of the long-time head of RCA are collected under headings of wireless communications (1914-1947), radio broadcasting (1915-1947), black and white TV (1923-1954), color TV (1930-1965), the communications revolution (1948-1965), and a final general section on science and technology in human affairs (1926-1967). All are based on (and carefully annotated from) the extensive collection at the Sarnoff Library at Princeton, N. J. Index and photographs.
- 156 **Schmeckebier, Laurence F.** The Federal Radio

**Commission: Its History, Activities and Organization.** Washington, D. C. : Brookings Institute, 1932 (reprinted by Arno Press, 1976).

- 157 **Sobel, Robert.** **The Manipulators: America in the Media Age.** New York: Doubleday, 1976. 458 pp.  
Traces the rise and development of American newspapers, motion pictures, radio, and television and their effects on American life in general.
- 158 **Tebbel, John.** **The Media in America.** New York: Crowell, 1975. 422 pp.  
Covers a vast amount of data in limited space. The book deals with broadcasting in only 20 pages and does not cover film at all. As a history of books, magazines, and newspapers the study is of value.
- 159 **Thomas, Lowell.** **Magic Dials: The Story of Radio and TV.** New York: Polygraphic Co., 1939. 142 pp.  
One of radio's oldest newsmen tells the story of broadcasting from Franklin's kite to the start of World War II. Illustrations.

### 3. REGULATION

#### A. FCC

See also nos. 182, 192, 196, 207, 228, 266, 365, 372, 512, 671, 884, 913, 1021, 1022, 1023, 1024, 1025, 1035, 1083, 1087.

- 160 **Bunce, Richard.** Television in the Corporate Interest. New York: Praeger, 1976. 160 pp.

Examines the history of FCC policy making, the regulatory doctrine of business pluralism, the political economy of the corporations which control most of American broadcasting, expansion and diversification among broadcasting corporations, and the effect of all of these upon actual programming and freedom of expression in broadcasting.

- 161 **Emery, Walter B.** Broadcasting and Government: Responsibilities and Regulations. East Lansing: Michigan State University Press, 1961. 482 pp.

This book is mainly concerned with the FCC and its control of broadcasting. The work is divided into sections covering creation of the American system of broadcasting, powers of the FCC, the broadcast spectrum, regulation, and current problems of regulation. Bibliography, charts, and index.

- 162 **Erickson, Don V.** Armstrong's Fight for FM Broadcasting: One Man vs. Big Business and Bureaucracy. University: University of Alabama Press, 1974. 226 pp.

A hardhitting expose of collaboration between the FCC and the broadcasting lobby. The author charges, and documents the charges, that the FCC has protected the industry instead of regulating it. Erickson fully details circumstances that involved RCA

and that implicated the FCC. Bibliography, charts, and index.

- 163 **Federal Communications Commission. Report on Chain Broadcasting.** Washington, D. C. : Government Printing Office, 1941 (reprinted by Arno Press, 1974).

This is the report of a two-year investigation of the role, history, and operations of CBS, NBC, and Mutual up to 1940.

- 164 Grundfest, Joseph A. Citizen Participation in Broadcast Licensing Before the FCC. Santa Monica, Calif. : Rand Corp. , 1976. 129 pp.

Explains developments in the past and suggests improvements for the future role of the public in the often complicated legal proceedings in Washington.

- 165 Jennings, Ralph M. Guide to Understanding Broadcast License Applications and Other FCC Forms. New York: Office of Communications, United Church of Christ, 1972. 130 pp.

Offers a step-by-step guide to the intricacies of FCC forms in a fashion useful for management students and managers alike. There is careful explanation of all the things requested in the major broadcast application forms.

- 166 Jennings, Ralph M. and Veronica M. Jefferson. Television Station Employment Practices, 1975: The Status of Minorities and Women. New York: Office of Communications, United Church of Christ, 1976.

This is the fourth in an annual series of statistical reports based on FCC-gathered data. The bottom line conclusion of the authors is that concern about, and therefore action on hiring of minorities and women is decreasing, especially compared to the gains of the early 1970s.

- 167 **Jones, William K. Cases and Materials on Electronic Mass Media: Radio, Television and Cable.** Mineola, N. Y. : Foundation Press, 1976. 474 pp.

Focuses on the regulation of radio, television and cable by the FCC in accordance with enabling federal legislation and subject to judicial review in the federal courts. Charts.

- 168 **Minow, Newton N.** Equal Time: The Private Broadcaster and the Public Interest. New York: Athenaeum, 1964. 316 pp.  
A personal account of Mr. Minow's activities as chairman of the FCC during the administration of President John Kennedy. Written to explain and justify his ideas. Index.
- 169 **Office of Telecommunications Policy.** The Radio Frequency Spectrum: United States Use and Management. Washington, D. C. : O. T. P. , 1973. Approximately 200 pp.  
Gives clear illustrated discussion of the technology, economics, and politics (national and international) behind regulation of the radio frequency spectrum, the basis for nearly all broadcast regulation. Illustrations.
- 170 **Rivkin, Steven R.** Cable Television: A Guide to Federal Regulation. New York: Crane, Russak, 1974. 343 pp.  
Last of the key 1973 Rand Corporation cable reports.
- 171 **Vainowski, Robert.** In Our View. Belmont, Calif. : Tregatos Enterprises, 1976. 174 pp.  
A practical manual stressing the latest version of the FCC's ascertainment rules and primer. Index.

#### B. Self-Regulation

See also nos. 344, 509, 1040.

- 172 **Linton, Bruce A.** Self-Regulation in Broadcasting: A Three-Part College-Level Study Guide. Washington, D. C. : National Association of Broadcasters, 1967.
- 173 **National Association of Broadcasters.** Radio Code. Washington, D. C. : NAB, 1976. 31 pp.  
Code set up by NAB supposedly to guide member stations in self-regulation. See also The Television Code. Index.
- 174 **National Association of Broadcasters.** The Television Code. Washington, D. C. : NAB, 1976. 38 pp.

Code set up by NAB supposedly to guide member stations in self-regulation. See also Radio Code Index.

### C. Censorship

See also nos. 202, 285, 335, 515, 521, 551.

- 175 Brindze, Ruth. Not to Be Broadcast: The Truth About the Radio. New York: Vanguard Press, 1937. 310 pp.  
A study of censorship on the air which focuses on the program control of networks and major broadcasters. The 13 chapters include discussion of the broadcast system, role of advertisers as means of support and occasional suppression of programs, program control by the FCC, Henry Ford's program of commentary, the press-radio war, and many examples of specific censorship by all of these parties.
- 176 Phelan, John, ed. Communications Control: Readings in the Motives and Structures of Censorship. New York: Sheed & Ward, 1969. 238 pp.  
A Jesuit priest's considered viewpoint on the role of censorship, providing ten interesting articles on a theoretical plane.
- 177 Summers, Harrison B., ed. Radio Censorship. New York: Arno Press, 1971. 302 pp.  
A collection of excerpts reprinted from both articles and books dealing with all aspects of radio broadcasting content control and including a brief bibliography of further readings. Bibliography.

### D. Program Control

See nos. 316, 335, 383, 505, 509.

### E. Fairness

See also nos. 186, 207, 518, 519, 663.

- 178 Friendly, Fred W. The Good Guys, the Bad Guys, and the First Amendment: Free Speech vs.



**Fairness in Broadcasting.** New York: Random House, 1976. 268 pp.

Well-written narrative which wends its way down paths legal and political, with many fascinating personalities along the path. Bibliography and index.

- 179 Geller, Henry. The Fairness Doctrine in Broadcasting: Problems and Suggested Courses of Action. Santa Monica, Calif.: Rand Corp., 1973.

#### F. Copyright

- 180 **Ashley, Paul P.** Say It Safely: Legal Limits in Publishing, Radio, and Television. 5th edition. Seattle: University of Washington Press, 1976. 238 pp.

The primary concern of this book throughout is not with how to secure a copyright, or deal with it as a proprietor, but rather with how to identify violations of the rights of the copyright holder. The fifth edition is revised and enlarged, incorporating the results of recent court decisions and illustrating them with dozens of examples. Index.

- 181 Radio Corporation of America. Before the Federal Communications Commission. New York: RCA, 1953. 697 pp.

Petition of Radio Corporation of America and National Broadcasting Company, Inc. for approval of color standards for the RCA color television system. Charts, illustrations, index, and photographs.

#### G. General

See also nos. 38, 114, 156, 251, 272, 324, 398, 448, 506, 507, 508, 510, 511, 514, 522, 568, 576, 590, 657, 770, 809, 815, 816, 835, 858, 889.

- 182 **Ashmore, Harry S.** Fear in the Air: Broadcasting and the First Amendment--The Anatomy of a Constitutional Crisis. New York: W. W. Norton, 1973. 180 pp.

This book traces the alterations of First Amendment theory under the impact of licensed broadcasting; defines the new issues arising out of the presidential challenge to journalism's historic adversary

role, and the rising populist demand for right of access to communications channels; spells out the inadequacy of formal regulation by the FCC, and of self-regulation bounded only by marketplace considerations; and recounts the stormy effort to augment commercial broadcasting with public service network.

- 183 **Baer, Walter S. ; Henry Geller; and Joseph A. Gundfest. Newspaper-Television Station Cross-Ownership: Options for Federal Action. Santa Monica, Calif. : Rand Corp. , 1974.**
- 184 **Borchardt, Kirk. Structure and Performance of the U.S. Communications Industry: Government Regulation and Company Planning. Cambridge, Mass. : Harvard University Graduate School of Business, 1969. 180 pp.**  
Discusses the economic basis for public policy in communications, the relationship between different kinds of communication entities, development of new media competition, etc. Index.
- 185 **Cherington, Paul W. ; Leon V. Hirsch; and Robert Brandwein, eds. Television Station Ownership: A Case Study of Federal Agency Regulation. New York: Hastings House Publishers, 1971. 304 pp.**  
Essentially a reprinting of a private 1966 research study purporting to show that multiple ownership of television stations is not such a bad thing, in that multiple owners offer more diversity of programming and offer no economic threat to independent operations.
- 186 **Chester, Edward. Radio, Television, and American Politics. New York: Sheed & Ward, 1969. 342 pp.**  
Represents the first comprehensive attempt to answer such questions as: how does Section 315 differ from the Fairness Doctrine?, what types of ideas have censors most often barred from the airwaves?, how has Congress attempted to regulate the broadcasting industry?, and many more. Bibliography and index.
- 187 **Clark, David G. and Earl R. Hutchinson, eds. Mass Media and the Law: Freedom and Restraint. New York: Wiley/Interscience, 1970. 461 pp.**  
A collection of 40 articles illustrating both the

protective and the restrictive influences of legal process upon free expression. Bibliography.

- 188 **De Vol, Kenneth, ed. Mass Media and the Supreme Court: The Legacy of the Warren Years. 2nd edition. New York: Hastings House Publishers, 1976. 400 pp.**  
 In this newly revised and updated edition, major cases and selected reprints of important articles from leading law journals about obscenity, censorship, rights of privacy, and other First Amendment problems are included. Glossary and index.
- 189 **Francois, William E. Mass Media Law and Regulation. Columbus, Ohio: Grid, 1975. 470 pp.**  
 Contains authoritative, documented and readable presentations on the major areas where law and the mass media confront one another. Charts, glossary, and index.
- 190 **Franklin, Marc A. Communications Law: Cases and Materials. Mineola, N. Y.: Foundation Press, 1976.**  
 The first course book for law teachers and students focusing on the legal problems of mass media intended exclusively for use in law schools.
- 191 **Gillmor, Donald M. and Jerome A. Barron. Mass Communication Law: Cases and Comment. 2nd edition. St. Paul, Minn.: West Publishing Co., 1974.**  
 A must for the serious student of communications law. Its collection of cases, materials, and thought provoking notes from the editors is simply invaluable.
- 192 **Green, Mark J., ed. The Monopoly Makers: Ralph Nader's Study Group Report on Regulation and Competition. New York: Grossman, 1973. 400 pp.**  
 This book shows how, in industry after industry, agencies of the federal government ignore economic competition in order to become, both actively and passively, the makers of monopoly. The first section deals with the FCC and AT&T. Bibliography and index.
- 193 **Herring, James M. and Gerald C. Gross. Telecommunications: Economics and Regulation. New York:**

Arno Press, 1936.

Written by an economist and a former staff member of the FCC, this work is extremely valuable today because of its detailed coverage of the organization and development of many key precepts still considered basic to the economic regulation of the electronic media. The authors write extensively about the interrelationship of economic and regulatory aspects of public policy and provide an historical overview as well as a close look at regulatory machinery and its functions in the 1930s. Their book is well-documented and includes appendices with several key legislative acts and treaties.

- 194 Kittross, John M., ed. Documents in American Telecommunications Policy, 2 volumes. New York: Arno Press, 1976.

Included in this set of books are the first national government report on control of wireless, a detailed analysis of and plea for government control of telegraph and telephone, the complete reports of the Bureau of Navigation and Radio Division of the Department of Commerce, recommendations of the Hoover Radio Conferences of the 1920s, and the best analysis of the FRC's operations and role ever published. Volume 2 includes the Truman administration's key policy report on telecommunications, one of the first and most important discussions of use of the radio spectrum, and a fine analysis of the structure and policy of electrical communications in the U.S. and abroad. These two volumes are to be supplemented in 1977 with a third volume devoted to administration of telecommunications policy also to be edited by John M. Kittross. Bibliography, charts, and index.

- 195 Kohlmeier, Louis M., Jr. The Regulators: Watchdog Agencies and the Public Interest. New York: Harper & Row, 1969. 339 pp.

This book is about the major independent administrative, or regulatory, agencies Congress has created to regulate or promote private industry for stated public purposes and it is about the relationships of these agencies to other federal laws and programs which also concern the "consumer interest." Index.

- 196 Krasnow, Erwin G. and Lawrence D. Longley. The Politics of Broadcast Regulation. New York: St. Martin's Press, 1973. 150 pp.

By focusing on the very real case histories of regulation--of FM broadcasting, of UHF television, of proposed limits on broadcast commercial time, and of license renewal policies--the authors have shown how the regulatory process actually works, how it is influenced by political realities, and how decisions are really made. Bibliography, charts, illustrations, and index.

- 197 Krislov, Samuel and Lloyd Musolf. The Politics of Regulation: A Reader. Boston: Houghton-Mifflin, 1964. 261 pp.

Discusses regulation in a mold that is intellectually, professionally, and didactically more useful than the rubrics of administrative law.

- 198 Lawhorne, Clifton O. Defamation and Public Officials: The Evolving Law of Libel. Carbondale: Southern Illinois University Press, 1971. 356 pp.

This is the first comprehensive treatment of the changes in and evaluation of the law of libel over the years at last filling the gap in the existing legal texts and journalism books dealing with press law and public officials. This is a valuable reference for those people working in the field of journalism plus others working in communications. Bibliography and index.

- 199 Le Duc, Don R., ed. Issues in Broadcast Regulation. Broadcast Education Association Monographs No. 1. Washington, D. C. : BEA/NAB, 1974. 151 pp.

The first in what is intended to be a continuing series of monographs on major subject areas in broadcasting. This publication presents more than two dozen brief essays outlining arguments and issues on a variety of topics.

- 200 Leive, David M. International Telecommunications and International Law: The Regulation of the Radio Spectrum. Dobbs Ferry, N. Y. : Oceana Publications, 1970. 386 pp.

Concentrates on ITU decision-making, internal operation, and administration. A highly detailed advanced text in international administrative law.

- 201 Levin, Harvey J. Broadcast Regulation and Joint Ownership of Media. New York: New York University Press, 1960. 219 pp.

For the students of journalism and mass communications who are curious to see first hand what an economist finds when he explores the interrelations of the mass media and, more particularly, the consequences of diversifying their ownership. Charts and index.

- 202 Miller, Merle. The Judges and the Judged. Garden City, N. Y.: Doubleday, 1952 (reprinted by Arno Press, 1971). 220 pp.

This book tells with accuracy and objectivity a factual story of subversion and sabotage of freedom in the United States of America. It is the report (sponsored by the American Civil Liberties Union) of the author's investigation of blacklisting in the radio and television industry.

- 203 Mosco, Vincent. The Regulation of Innovations in the Broadcasting Market. Cambridge, Mass.: Harvard University Program on Information Technologies and Public Policy, 1975. 56 pp.

Deals mainly with FM, UHF television, cable, and pay TV as examples of new technologies trying to break into the established broadcast industry-- and what the government (FCC, etc.) and industry did about it.

- 204 Nelson, Harold L. and Dwight L. Teeter. Law of Mass Communications: Freedom and Control of Print and Broadcast Media. 2nd edition. (Accompanying Instruction Manual.) Mineola, N. Y.: Foundation Press, 1973. 713 pp.

Offers only a glimpse at broadcast regulation under a chapter entitled "Public Access to the Mass Media." More than 100 pages are devoted to a thorough review of libel law. Bibliography, glossary, and index.

- 205 Noll, Roger G.; Merton J. Peck; and John McGowan. Economic Aspects of Television Regulation. Washington, D. C.: Brookings Institute, 1973. 342 pp.

Analyzes the complex relationships between economics, politics, and technology in the regulation of television and cable technology.

- 206 **Pember, Don.** Privacy and the Press: The Law, the Mass Media, and the First Amendment. Seattle: University of Washington Press, 1972. 298 pp.  
Traces the development of privacy as a legal issue, especially as that issue affects the press and broadcasting.
- 207 **Pennybacker, John H. and Waldo W. Braden, eds.** Broadcasting and the Public Interest. New York: Random House, 1969. 176 pp.  
The body of the book contains four parts: (1) the FCC, (2) programming, (3) Section 315 and the Fairness Doctrine, (4) implications of the communication revolution. Bibliography.
- 208 **Rivers, William L. and Michael J. Nyhan.** Aspen Notebook on Government and the Media. New York: Praeger, 1973. 208 pp.  
"Meanings of the First Amendment," "Adversaries or Cronies?," "Citizens Access to the Media" are among the problems of government-media relation explored through essays and dialogue in this report of three seminars held by the Aspen Program on Communications and Society.
- 209 **Shapiro, Andrew O.** Media Access: Your Right to Express Your Views on Radio and Television. Boston: Little, Brown, 1976. 297 pp.  
Combines a how-to-do-it approach with a good deal of useful background information on the peculiar position broadcast regulation finds itself in. Index.
- 210 **Signitzer, Benno.** Regulation of Direct Broadcasting from Satellites: The UN Involvement. New York: Praeger, 1976. 124 pp.  
Traces the development of the UN role and the political and administrative functions and limitations of that body in this regard. Bibliography and index.
- 211 **Simons, Howard and Joseph A. Califano, Jr., eds.** The Media and the Law. New York: Praeger, 1976. 225 pp.  
This book is an edited version of the transcripts of a weekend discussion in March 1975 of journalists, lawyers, and government officials on the knotty subject of the media and the law. Index.

- 212 **Smead, Elmer E.** Freedom of Speech by Radio and Television. Washington, D.C.: Public Affairs Press, 1959. 182 pp.  
This book is a simple but comprehensive picture of the relation of the government to the licensees who receive monopoly grants to operate for the public interest in the mass distribution of education and entertainment over the air. Index.
- 213 **Socolow, A. Walter.** The Law of Radio Broadcasting, 2 volumes. New York: Baker, Voorhis, 1939.
- 214 **Stonecipher, Harry W. and Robert Trager.** The Mass Media and Law in Illinois. Carbondale: Southern Illinois University Press, 1976. 207 pp.  
This book defines the present status of laws regarding the mass media, specifically as applied to the Illinois newsmen-publishers-broadcasters. This is a valuable model for other needed state studies. Charts and index.
- 215 **Toohy, Daniel W.; Richard D. Marks; and Arnold P. Lutzker.** Legal Problems in Broadcasting: Identification and Analysis of Selected Issues. Lincoln, Neb.: Great Plains Instructional Television Library, 1974.  
Contains major aspects of legal problems in television broadcasting.
- 216 **Vaughn, Robert.** Only Victims: A Study of Show Business Blacklisting. New York: Putnam, 1972. 355 pp.  
The author, a noted film and TV star, has written a lively and incisive study of the effect of the House Committee on Un-American Activities on the entertainment industry from 1938 to 1958. Bibliography and index.
- 217 **Warner, Harry P.** Radio and Television Law. Albany, N.Y.: Matthew Bender, 1948.  
A comprehensive reference book on the legal and regulatory structure of the radio and television law.
- 218 **Wilson, H. H.** Pressure Group: The Campaign for Commercial Television. New Brunswick, N.J.: Rutgers University Press, 1961. 232 pp.  
This is an attempt to describe what was in



essence an intraparty conflict over the introduction and passage of a single piece of legislation, the Independent Television Act. Index.

#### 4. ORGANIZATION

##### A. Radio Management

See also nos. 275, 702, 703.

- 219 Coddington, Robert H. Modern Radio Broadcasting. Management & Operation in Small-to-Medium Markets. Blue Ridge Summit, Pa. : TAB Books, 1969. 288 pp.

A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. Charts, index, and photographs.

- 220 Hoffer, Jay. Managing Today's Radio Station. Blue Ridge Summit, Pa. : TAB Books, 1968. 288 pp.

This book completely covers radio management, programming, and sales. Among the topics discussed are: how to get the most out of the station's staff; how to develop and maintain the proper public image; how to deal with ad agencies and reps. It thoroughly examines the cold, hard facts of station operation and offers in-depth coverage on audience ratings, advertising, automation, double billing, unionism, preventive maintenance, etc. It covers format control methods, station image, community involvement, news editorials, sports, copywriting, sources of air talent, and much, much more. Illustrations.

- 221 Johnson, Joseph S. and Kenneth K. Jones. Modern Radio Station Practices. Belmont, Calif. : Wadsworth, 1972. 269 pp.

This book is written especially for the beginning broadcaster and for the student who wants to know about radio, either for merely understanding or for pursuing a profession. The authors have used a

management approach rather than a production approach, but the focus is on the product--the program. Bibliography, charts, glossary, and index.

- 222 **Midgley, Ned.** The Advertising and Business Side of Radio. New York: Prentice-Hall, 1948.  
 A practical textbook which contains information about the commercial scales of the major and regional networks, local station operation and management. Charts and illustrations.
- 223 National Association of Broadcasters. Broadcasting in the United States. Washington, D. C.: NAB, 1933. 191 pp.  
 Issued during the year when colleges were debating if this country should adopt the "essential features" of the British radio system, this is a defense of American radio and its role. Discussion of the American system is compared to that of the BBC, there is an outline of the key debate issues and arguments, a question-and-answer format review of the facts about U.S. broadcasting, and a discussion of the NAB code. Bibliography and charts.
- 224 **Reinsch, J. Leonard and Elmo Israel Ellis.** Radio Station Management. 2nd edition. New York: Harper & Row, 1960. 337 pp.  
 This new edition of Radio Station Management is an easy-to-read sourcebook into which the authors have distilled the know-how of their outstanding station operations. Bibliography, glossary, illustrations, index, and photographs.
- 225 **Routt, Edd.** The Business of Radio Broadcasting. Blue Ridge Summit, Pa.: TAB Books, 1972. 400 pp.  
 How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow and cautions to observe. Charts, glossary, and illustrations.

#### B. Radio Economics

See also nos. 90, 95, 220, 222, 266, 275, 459, 475, 476,

482, 866.

- 226 **Dygert, Warren B.** **Radio as an Advertising Medium.** New York: McGraw-Hill, 1939. 261 pp.  
One of the more solid advertising guides of the thirties, this volume remained in print well into the forties. The 25 chapters first review the audience, then program types, how to purchase radio time to best advantage, merchandising, ratings, the role of the agency, local station advertising, and a brief review of foreign advertising and upcoming technical developments (TV, FM, and facsimile). Charts and index.
- 227 **Eoyang, Thomas T.** **An Economic Study of the Radio Industry in the United States of America.** New York: Columbia University Press, 1936 (reprinted by Arno Press, 1974). 220 pp.  
A detailed, published Ph.D. dissertation with three major parts: technical aspects of radio, economics of the radio manufacturing industry, and economics of radio broadcasting. Detailed and at times advanced analysis, with valuable historical information. Bibliography, charts, and index.
- 228 **Federal Communications Commission.** **An Economic Study of Standard Broadcasting.** New York: Arno Press, 1974.  
Contains a detailed analysis of changes in American broadcasting in the post-war years of expansion when radio had to meet the challenge of FM and television.
- 229 **Federal Radio Commission.** **Commercial Radio Advertising.** New York: Arno Press, 1974.  
This is a letter from the FRC chairman to the Senate answering questions on commercial and educational AM broadcasting.
- 230 **Felix, Edgar H.** **Using Radio in Sales Promotion: A Book for Advertisers, Station Managers and Broadcasting Artists.** New York: McGraw-Hill, 1927. 386 pp.  
The first book-length treatment of radio advertising, this volume is invaluable for its portrayal of radio in a key period--as advertising was being accepted, and as the FRC was being established along

with radio networks. The 21 chapters cover all aspects of audience research, program features and types, announcing, directing, technical factors in station operation, structure of broadcasting, etc. Illustrations, index, and photographs.

- 231 Goode, Kenneth M. What About Radio? New York: Harper & Bros., 1937. 255 pp.

A 16-chapter review of radio advertising techniques as they were in the late 1930s, this volume reviews a good deal of information on the radio audience which is of value historically today, plus information on programs and approaches to advertising methods some of which is still applicable. Charts and index.

- 232 **Hettinger, Herman S. A Decade of Radio Advertising.** Chicago: University of Chicago Press, 1933 (reprinted by Arno Press, 1971). 354 pp.

**Essential for understanding of radio economics in its first decade, this published doctoral dissertation discusses the psychological role of radio, the network-station structure of broadcasting, the development of network advertising, role and importance of early "spot" ads, local station advertising, detailed information on network programming, commercial announcement technique, role of the public interest, etc. Charts and index.**

- 233 Hettinger, Herman S. and Walter J. Neff. Practical Radio Advertising. New York: Prentice-Hall, 1938. 372 pp.

A handbook written by an academic researcher and the owner of an advertising agency, this 25-chapter review offers a good deal of basic information on radio in 1936-1937, plus details on how radio advertising campaigns were then organized. Useful for its data on the radio audience and existing advertising institutions in radio. Charts and index.

- 234 **Jome, Hiram L. Economics of the Radio Industry.** Chicago: A. W. Shaw, 1925 (reprinted by Arno Press, 1971). 332 pp.

**This is the first scholarly study of radio and broadcasting in the United States and is thus invaluable as a balanced view of radio's development,**

marketing of radio receivers, early means of station support, programming and copyright, patents and public policy, need for regulation, and likely future trends. Charts and index.

- 235 Morell, Peter. Poisons, Potions, and Profits: The Antidote to Radio Advertising. New York: Knight, 1937. 292 pp.

A rare, early example of the consumer critic of radio, this volume consists entirely of information debunking then popular radio product advertisements. Issued with a separate 35-page "Consumer's Radio Log" of material received too late for inclusion, the emphasis is on patent medicine and cosmetic products found to have negative properties. Written from the files of the Consumer Union, the tone is totally critical, with strong suggestions that radio do a better job of policing advertising claims. Charts and index.

- 236 Peck, William A. Radio Promotion Handbook. Blue Ridge Summit, Pa.: TAB Books, 1968. 192 pp.

Here is a complete guide to help radio (and TV) stations increase sales, develop better audience ratings, and improve results. Illustrations.

- 237 Robinson, Sol. Radio Advertising--How to Sell It & Write It. Blue Ridge Summit, Pa.: TAB Books, 1974. 228 pp.

This comprehensive volume presents an extremely practical approach to radio advertising sales--new and useful methods which the time salesman (and copywriter, too) can use to obtain better results for himself, the station, and the sponsor. Index.

- 238 Willing, Si. How to Sell Radio Advertising. Blue Ridge Summit, Pa.: TAB Books, 1970. 320 pp.

The author illustrates by theory and by practice the right formula for sales which depends on the individual and the prospective advertiser.

- 239 Wolfe, Charles H., ed. Modern Radio Advertising. 2nd edition. New York: Funk & Wagnalls, 1953.

An authoritative account of radio advertising history with practical procedures for the agency representative and radio advertiser. Includes an

analysis of television advertising--how to plan it, buy it, write it, and test it.

### C. Television Management

See also nos. 267, 275, 300, 428.

- 240 Roe, Yale, ed. Television Station Management: The Business of Broadcasting. New York: Hastings House Publishers, 1964. 251 pp.

A number of television executives from various specialized fields within television have contributed timely and practical observations about the specific problems of television management. The result is an anthology of forthright, from the shoulder descriptions of what works and what doesn't work in all phases of television's business operation. Illustrations and index.

### D. Television Economics

See also nos. 38, 236, 266, 275, 402, 432, 459, 475, 476, 482, 486, 660, 866, 894.

- 241 Agnew, Clark M. and Neil O'Brien. Television Advertising. New York: McGraw-Hill, 1958. 330 pp.
- 242 Bellaire, Arthur. The Television Commercial Cost Control Handbook. Chicago: Crain Communications, 1972.
- 243 Bunce, Richard. Television in the Corporate Interest. New York: Praeger, 1976. 150 pp.  
This study combines economics, regulation, and public policy in its discussion of business pluralism (the local ownership syndrome), legacies of cross-ownership (newspapers and broadcasting), what business control in television means, multinational empire building, the conglomerate complex (different kinds and their operations here in the U.S.), and television operating in the corporate (world's) interest. Charts and index.
- 244 Coleman, Howard W., ed. Color Television: The Business of Colorcasting. New York: Hastings

House Publishers, 1968. 287 pp.

Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. Charts, glossary, illustrations, and index.

- 245 Costa, Sylvia Allen. How to Prepare a Production Budget for Film and Video Tape. 2nd edition. Blue Ridge Summit, Pa.: TAB Books, 1975. 196 pp.

A complete guide to determining the finances needed for any video tape or film production, from TV commercials to feature-length films.

- 246 Diamant, Lincoln. Television's Classic Commercials: The Golden Years 1948-1958. New York: Hastings House Publishers, 1971. 305 pp.

This study of 69 "classic" commercials aired on U.S. television between 1948 and 1958 assesses not only their sales impact, but also their overall marketing and sociological significance. Each commercial is illustrated and transcribed in analytic script form, with notes and critical commentary on creative marketing and production aspects. Glossary and photographs.

- 247 Galanoy, Terry. Down the Tube: Or, Making Television Commercials Is Such a Dog-Eat-Dog Business It's No Wonder They're Called Spots. Chicago: Regnery, 1970.

- 248 McMahan, Harry Wayne. The Television Commercial: How to Create and Produce Effective TV Advertising. New York: Hastings House Publishers, 1957.

One of the few books devoted exclusively to television commercials. Shows how to create and produce effective television advertising, along with do's and don'ts on production.

- 249 Ogden, Warde B. The Television Business: Accounting Problems of a Growth Industry. New York: Ronald Press Co., 1961. 197 pp.

Study by a partner of Price Waterhouse of the business, accounting, and financial practices involved in the production, distribution, and broadcasting of television programs. Glossary.



- 250 Ogilvy, David. Confessions of an Advertising Man. New York: Dell, 1964. 172 pp.  
The complete, forthright guide to the world of advertising and advertising agencies, including the making of a television commercial. Index.
- 251 Owen, Bruce M.; Jack H. Beebe; and Willard G. Manning, Jr. Television Economics. Lexington, Mass.: Lexington Books, 1974. 218 pp.  
For the general reader interested in television policy. The content of this book will be of assistance to students of the television industry in their research and to policy makers and their advisors in seeking better answers to the great issues of mass communication regulation in the United States. Bibliography, charts, illustrations, and index.
- 252 Robinson, Sol. Broadcast Station Operating Guide. Blue Ridge Summit, Pa.: TAB Books, 1969. 256 pp.  
This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. Illustrations.
- 253 Rowsome, Frank. Think Small: The Story of Those Volkswagen Ads. Brattleboro, Vt.: Greene, 1970. 128 pp.  
Here, from behind the scenes, are the origins and development of a unique advertising campaign. Pioneering in 1959 and going strong a decade later, a campaign assessed by international experts as among the most successful and most influential ever to have appeared in print and TV anywhere. Photographs.
- 254 Settel, Irving and Norman Glenn. Television Advertising and Production Handbook. New York: Crowell, 1953. 480 pp.  
This book covers the whole broad field of television advertising and production, and includes such aspects as operating and financing a TV station, staging and producing the TV live program and film commercial, advertising research, publicity, coverage, package production and syndication, casting, writing, and personnel requirements. Bibliography,

charts, glossary, illustrations, index, and photographs.

- 255 Wainwright, Charles Anthony. Television Commercials: How to Create Successful TV Advertising. Revised edition. New York: Hastings House Publishers, 1970. 318 pp.

This book is concerned with the creative aspects of television commercials. Some chapters are slightly technical, but the author's purpose has been to explore the area of ideas. Illustrations and index.

- 256 Wrighter, Carl P. I Can Sell You Anything. New York: Ballantine Books, 1972. 245 pp.

An incredible and informative guide to the world of TV advertising--how commercials are made, why they work, how to separate fakery from fact. In a devastating analysis of well-known commercials involving brand names of food, cars, drugs, and other products, the author--a veteran in the field--gives insight into secrets of the trade and tricks by which advertising slips glibly through the holes that supposedly protect customers. Illustrations.

#### E. Networks

See also nos. 18, 30, 36, 89, 113, 143, 163, 232, 292, 383, 385, 388.

- 257 Park, Rolla E., ed. New Television Networks. Santa Monica, Calif.: Rand Corp., 1974.

#### F. General

See also nos. 33, 64, 83, 185, 201, 205, 319, 511, 512, 568, 683, 732, 811, 1007, 1035, 1078.

- 258 Arnold, Frank A. Broadcast Advertising: The Fourth Dimension (Television Edition). 2nd edition. New York: John Wiley, 1933. 284 pp.

A 21 chapter guide to radio advertising, this edition is of particular interest because the last three chapters deal with the prospects of TV as an advertising medium, including discussion of TV in the lab and its likely commercial introduction. Charts.

- 259 Baer, Walter S., et al. Concentration of Mass Media Ownership: Assessing the State of Current Knowledge. Santa Monica, Calif.: Rand Corp., 1974. 202 pp.  
The best analysis of writing and research on media ownership, with lengthy discussion of findings and a detailed listing of writings (pp. 173-202).
- 260 Barton, Roger, ed. Handbook of Advertising Management. New York: McGraw-Hill, 1970.  
Book was written primarily for corporate advertising managers. Covers every aspect of advertising and would be a useful reference for individuals interested in the field. Contains 32 chapters written by knowledgeable individuals in the field of advertising. Glossary, illustrations, index, and photographs.
- 261 Bauer, Raymond and Stephen Greyser, eds. Advertising in America: The Consumer View. Boston: Harvard Graduate School of Business Administration, 1968. 473 pp.  
Reporting on a comprehensive study of the attitudes held by a cross-section of Americans, both toward advertising as an institution in our society and toward advertisements themselves, the authors have focused their research on attitudes and behavior in four basic areas: 1) the relative salience of advertising, 2) the public's attitude toward advertising, 3) how the public reacts to advertisements, 4) why the public reacts favorably and unfavorably to advertisements. Charts.
- 262 Berg, Thomas L. Mismarketing: Case Histories of Marketing Misfires. Garden City, N.Y.: Doubleday, 1970. 253 pp.  
Book deals more with marketing misses than misfires. It analyzes some marketing mistakes in terms of the original forces and strategies that caused those operations to go astray. Index.
- 263 Bickel, Karl A. New Empires: The Newspaper and the Radio. Philadelphia: J. B. Lippincott Co., 1930. 112 pp.  
Interesting early view of radio's relationship to print journalism written by then president of United Press agency. Five short chapters explore briefly

the development of journalism and the likely effects of radio on news reporting and as economic competitor. Many pages detail then-apparent beginnings of press-radio "war." Appendix lists newspaper affiliated radio stations, and offers 25-page review of broadcasting in other countries. Index.

- 264 Coleman, Howard W. Case Studies in Broadcast Management. New York: Hastings House Publishers, 1970. 96 pp.

This work is designed to shed light, delineate, and encourage thinking and discussion about the problems of operating commercial radio and television stations. Charts.

- 265 Etkin, Harry A. AM/FM Broadcast Station Planning Guide. Blue Ridge Summit, Pa.: TAB Books, 1970. 192 pp.

Whether one plans to build a new station or remodel and update an existing one, this book covers every aspect of planning, building, and equipping the facility. Illustrations.

- 266 Federal Communications Commission (Engineering Department). Report on Social and Economic Data Pursuant to the Informal Hearing on Broadcasting, Docket 4063, Beginning October 5, 1936. Washington, D.C.: Government Printing Office, 1937. 197 pp.

Don't let the forbidding title scare you from a valuable source of statistical and general data viewing the American system. Discussion and tabular material on the organization of broadcasting, physical service (types, location, and power of stations), financial support, program service, competition, suggested technical improvements, etc. Charts.

- 267 Finnegan, Patrick S. Planning the Local UHF-TV Station. Rochelle Park, N.J.: Hayden Book Co., 1966. 296 pp.

Requirements for planning, building, and operating a small UHF-TV station.

- 268 Gormley, William T., Jr. The Effects of Newspaper-Television Cross-Ownership on News Homogeneity. Chapel Hill: University of North Carolina Press, 1976. 276 pp.

Examines in detail the actual effects of cross-ownership of newspapers and broadcast stations in the same market. Bibliography and charts.

- 269 **Heighton, Elizabeth J. and Don R. Cunningham. Advertising in the Broadcast Media.** Belmont, Calif.: Wadsworth, 1976. 349 pp.  
A comprehensive text covering the theoretical, practical, and social aspects of broadcast advertising. The book includes a history of advertising in the broadcast media, an overview of the structure of the present industry, and a comprehensive section on the development of radio and television campaigns. Bibliography, charts, illustrations, and photographs.
- 270 **Hiebert, Ray Eldon; Donald F. Ungurait; and Thomas W. John. Mass Media: An Introduction to Modern Communication.** New York: David McKay, 1974. 295 pp.  
Twenty-seven chapters dealing with the process, development, economics, and effects of mass communications. Bibliography, charts, illustrations, and index.
- 271 **Hoffer, Jay. Organization & Operation of Broadcast Stations.** Blue Ridge Summit, Pa.: TAB Books, 1971. 256 pp.  
A clear-cut delineation of station duties and responsibilities that takes the guesswork out of who does what, and how it should be done.
- 272 **Koenig, Allen E., ed. Broadcasting and Bargaining: Labor Relations in Radio and Television.** Madison: University of Wisconsin Press, 1970. 344 pp.
- 273 **Quaal, Ward L. and James A. Brown. Broadcast Management: Radio and Television.** 2nd edition. New York: Hastings House Publishers, 1976. 480 pp.  
Discusses the major aspects of managing a station. Especially useful to the producer who would like to learn the management's point of view. Charts and index.
- 274 **Rucker, Bryce W. The First Freedom.** Carbondale: Southern Illinois University Press, 1968. 322 pp.

Looks specifically at issues of monopoly and economics in print and broadcast media. Index.

- 275 Seehafer, Gene F. and Jack W. Laemmar. Successful Television and Radio Advertising. New York: McGraw-Hill, 1959. 648 pp.

A comprehensive look at both radio and television advertising. The book is broken down into five parts: elements of the American Commercial Broadcasting System, creating television and radio commercials, research for radio and TV advertising, TV and radio campaigns, and TV and radio station management. This is a good reference for those interested in broadcast advertising. Charts, glossary, index, and photographs.

- 276 Wood, James Playsted. The Story of Advertising. New York: Ronald Press Co., 1958. 512 pp.

This book attempts to tell some of the long and richly varied history of advertising and to appraise critically some of advertising's characteristics, accomplishments, and shortcomings. Bibliography, illustrations, and index.

## 5. PROGRAMMING

### A. News/Political

See also nos. 57, 64, 75, 135, 263, 420, 422, 424, 452, 463, 464, 470, 473, 480, 485, 487, 488, 489, 502, 517, 528, 531, 545, 549, 564, 567, 663, 773, 914, 936, 1063.

- 277 **Bagdikian, Ben H.** The Information Machines: Their Impact on Men and the Media. New York: Harper & Row, 1971. 359 pp.

The focus of this book is on what the content of daily information will be, what form it will be delivered in, and how it will be distributed throughout the population. Bibliography, charts, and index.

- 278 **Batscha, Robert M.** Foreign Affairs News and the Broadcast Journalist. New York: Praeger, 1975. 254 pp.

This book examines the behavior of the individuals who control the composition of television news. Bibliography and charts.

- 279 **Berry, Thomas E.** Journalism in America: An Introduction to the News Media. New York: Hastings House Publishers, 1976. 380 pp.

This volume provides 14 chapters on all aspects of writing and reporting for print and broadcast news media. Bibliography, glossary, and index.

- 280 **Blumler, Jay G. and Denis McQuail.** Television and Politics: Its Uses and Influence. Chicago: University of Chicago Press, 1969. 379 pp.

The purpose of this study is to determine how voters use political television during an election and how political outlooks are influenced by televised propaganda. Based on the 1964 British general election.

- 281 CBS News. Face the Nation 1975: The Collected Transcripts from the CBS Radio and Television Broadcasts. Metuchen, N.J.: Scarecrow Press, 1976. 390 pp.

Face the Nation transcripts are fascinating history and provide a unique primary reference source for students, historians, researchers, political scientists, and the general reader. All transcripts have been fully indexed by name, subject, and issue. Index.

- 282 CBS News. Television News Reporting. New York: McGraw-Hill, 1958. 182 pp.

This news manual is a compilation of information gathered by a large group of men and women engaged in electronic journalism and is intended as a newsroom and classroom handbook. Illustrations and index.

- 283 Calmer, Ned. The Anchorman. Garden City, N.Y.: Doubleday, 1970. 365 pp.

A novel about one of TV's most important newscasters and the men and women who control him. Dominating the background of this novel are the enormous pressures and endless intrigues of television news itself.

- 284 Charnley, Mitchell. News by Radio. New York: Macmillan, 1948.

A text in which are described the special practices, principles, and characteristics of radio news and an evaluation of them in the light of their effectiveness or their failure.

- 285 Cirino, Robert. Don't Blame the People. New York: Vintage Books, 1972. 339 pp.

A documented account of how the news media use bias, distortion, and censorship to manipulate public opinion. Charts and index.

- 286 Clor, Harry M., ed. The Mass Media and Modern Democracy. Chicago: Rand McNally, 1974. 232 pp.

Based on a college conference, the seven papers included here focus on journalistic topics--especially political journalism.



- 287 **Culbert, David Holbrook.** **News for Everyman: Radio and Foreign Affairs in Thirties America.** Westport, Conn.: Greenwood Press, 1976. 238 pp.  
 A discussion of several selected radio commentators, and their effect both on listeners, and on radio's developing news function in the late 1930s.
- 288 Dary, David. How to Write News for Broadcast & Print Media. Blue Ridge Summit, Pa.: TAB Books, 1973. 190 pp.  
 A complete handbook on journalism for the student or practicing newsman in both print and broadcast fields. The concept of "news"--the meaning of the term and its nature--is thoroughly discussed, including the fine-line definitions of what is news and what is not, and the classification of news. A reporter's qualifications are clearly defined, as are the methods used to gather news. Illustrations and photographs.
- 289 Dary, David. Radio News Handbook. 2nd edition. Blue Ridge Summit, Pa.: TAB Books, 1970. 192 pp.  
 This updated and revised handbook, written for both aspiring and experienced broadcast journalists, serves not only as a day-to-day guide, but also as a source of vital information for those practicing newsmen who are endeavoring to improve their professional status. Among the topics discussed are: a brief history of radio news; the radio newsroom; sources of news; radio news writing; putting the newscast together; radio news on the air; the mobile news unit; law, courts, and radio news; and editorializing. Glossary, illustrations, and index.
- 290 Diamond, Edwin. The Tin Kazoo--Television, Politics, and the News. Cambridge, Mass.: MIT Press, 1975. 269 pp.  
 Edwin Diamond, a veteran journalist, teacher, and broadcast commentator himself, looks at television as a dynamic medium and records--in non-ephemeral print--the radical and/or subtle changes in its format and impact that have taken shape from the late 1940s to the present. The book analyzes a number of misconceptions, demonstrating that television news in particular is neither as influential as it is thought to be nor as "on top" of its

stories as it ought to be. The author does not spare the print media but it is the local and network news that is the focus of his attention. Index.

- 291 **Dickerson, Nancy.** **Among Those Present.** New York: Ballantine Books, 1976. 280 pp.  
The inside story of the first female national network news correspondent, her journalistic scoops, and her personal and professional relationships with four American presidents from Kennedy to Ford. Photographs.
- 292 **Epstein, Edward Jay.** **News from Nowhere: Television and the News.** New York: Random House, 1973. 321 pp.  
A detailed examination of the evening news programs of ABC, CBS, and NBC, which suggests that internal corporate policy, rather than external circumstances or long-range goals, shapes the directions of TV news coverage. Bibliography, charts, and index.
- 293 **Fang, I. E.** **Television News.** 2nd edition. New York: Hastings House Publishers, 1972. 478 pp.  
Analyzing the who, what, when, where, and especially the how of newscasting, this book examines all the skills required by the TV journalist, and delves into sources of news stories, interviewing techniques, writing, and editing. Bibliography, charts, glossary, illustrations, index, and photographs.
- 294 **Field, Stanley.** **The Mini-Documentary--Serializing TV News.** Blue Ridge Summit, Pa.: TAB Books, 1975. 252 pp.  
The author brings to the reader interviews with producers, cameramen, editors, and sound men. He has distilled the years of experience and talent of mini-documentary producers from the four commercial television stations in the nation's capital. Actual written or transcribed on-air scripts for eight mini-documentary series--many of them award-winners--are part of this valuable text. Bibliography, illustrations, and index.
- 295 **Fixx, James F., ed.** **The Mass Media and Politics.** New York: Arno Press, 1972. 636 pp.

Facsimiles of New York Times articles and reviews of political communication (especially broadcasting) from 1936 through 1971.

- 296 Foote, Edward; Veda Gilp; and George L. Hall, eds. CBS and Congress: "The Selling of the Pentagon" Papers. Washington, D.C.: National Association of Educational Broadcasters, 1971. 144 pp.

This is a special issue of the Educational Broadcasting Review which assumes book-like proportions. Good reference for those investigating the TV program "Selling of the Pentagon."

- 297 Frank, Robert Shelby. Message Dimensions of Television News. Lexington, Mass.: Lexington/Heath, 1973. 120 pp.

This book is a study of the message content of television newscasts. It is hoped that the findings here will present a more accurate picture of the characteristics of television news. Charts and index.

- 298 Gilbert, Robert E. Television and Presidential Politics. North Quincy, Mass.: Christopher, 1972. 335 pp.

Coverage of television's effects on campaigning from 1952 through 1968 with details on varied uses of the medium.

- 299 Gordon, George N. and Irving A. Falk. TV Covers the Action. New York: Julian Messner, 1968. 189 pp.

A full-length look at the past, present, and future of the newest giant of the news media.

- 300 Green, Maury. Television News: Anatomy and Process. Belmont, Calif.: Wadsworth, 1969. 352 pp.

A clear study of the technical process of television as a news medium, this book covers writing, reporting in the field and on the air, film and videotape editing, production, and news-department management. A stimulating discussion of larger issues that go beyond techniques is also presented: television news ethics, social values, and the impact of television on politics. This is the first book to show how TV affects such things as politics, wars, and urban violence. Bibliography, glossary, illustrations, index, and photographs.

- 301 Herschensohn, Bruce. The Gods of Antenna. New Rochelle, N. Y.: Arlington House, 1975. 155 pp.  
Identifies dozens of ways in which TV news--all news--can be presented to accomplish a planned result.
- 302 Hofstetter, C. Richard. Bias in the News: Network Television Coverage of the 1972 Election Campaign. Columbus: Ohio State University Press, no date. 215 pp.  
Between July 10 and November 6 of 1972, a specially trained staff monitored the content of all of the more than 4,000 weekday evening news stories broadcast by the three major television networks. Employing advanced techniques of social-scientific analysis, the staff attempted not only to spot bias in those less subtle of its manifestations that result directly from conscious purpose or unwittingly from ideological position or party affiliation, but also to detect it in those less apparent and more elusive forms in which in the absence of any explicit statement or clear visual image, a clear impression of preference for one candidate or party is nonetheless somehow distinctly conveyed. The results of that survey and study are presented here for the first time in a volume that provides a valuable corrective to the easy assumptions and gross oversimplifications that have been the basis for the passionate asseverations of advocates and critics on both sides of the debate. Charts and index.
- 303 Hulteng, John L. The Messenger's Motives: Ethical Problems of the News Media. Englewood Cliffs, N. J.: Prentice-Hall, 1976. 262 pp.  
Takes a hard look at how the news is presented and at the ethical problems that concern those who write, edit, produce, and report. Bibliography, index, and photographs.
- 304 Kraus, Sidney, ed. The Great Debates: Background-Perspective-Effects. Bloomington: Indiana University Press, 1962. 439 pp.  
Includes articles by social scientists and broadcasters as well as a production diary and the text of the four debates. Charts, illustrations, index, and photographs.

- 305 Lang, Kurt and Gladys Engel Lang. Politics and Television. Chicago: Quadrangle, 1968. 315 pp.  
In this book the authors look at the ways in which television, through its presentation of events, shapes public images of political life and personalities. Charts and index.
- 306 Lang, Kurt and Gladys Engel Lang. Voting and Non-Voting. Waltham, Mass.: Blaisdell, 1968. 172 pp.  
Based on post-election interviews with 364 registered voters in California who had not voted by 4 p. m. P. S. T. on November 3, 1964, when election broadcast coverage had begun locally.
- 307 Lefever, Ernest W. TV and National Defense: An Analysis of CBS News, 1972-1973. Boston, Va.: Institute for American Strategy Press, 1974. 209 pp.  
This study is a content analysis of CBS evening news programs (and some specials and 60 Minutes, too) for 1972 and 1973, as recorded by the Vanderbilt News Archive. While the emphasis is on how CBS covered military and national defense issues, other things are covered and reported as well. Bibliography, charts, glossary, and index.
- 308 LeRoy, David J. and Christopher H. Sterling, eds. Mass News: Practices, Controversies, and Alternatives. Englewood Cliffs, N.J.: Prentice-Hall, 1973. 334 pp.  
Several articles on television newscasts and documentaries--and problems in creative production of both.
- 309 Lyle, Jack. The News in Megalopolis. San Francisco: Chandler Publishing Co., 1967. 208 pp.  
Offers a detailed analysis of the news media's role in Los Angeles. Bibliography, charts, illustrations, and index.
- 310 Lyons, Louis M., ed. Reporting the News. Cambridge, Mass.: Belknap Press of Harvard University, 1965. 443 pp.  
Contains an article dealing with TV news by John F. Day. Mr. Day is the former Director of CBS News. Index.

- 311 MacNeil, Robert. The People Machine: The Influence of Television on American Politics. New York: Harper & Row, 1968. 362 pp.  
A highly critical review of network television news methods and reporting, with emphasis on political coverage both in and after campaigns. Index.
- 312 Mendelsohn, Harold and Irving Crespi. Polls, Television, and the New Politics. Scranton, Pa.: Chandler Publishing Co., 1970. 329 pp.  
This book challenges some widely-held conceptions about how American politics has been affected both by public opinion polls and television. Bibliography, charts, and index.
- 313 Mickelson, Sig. The Electric Mirror: Politics in an Age of Television. New York: Dodd, Mead, 1972. 304 pp.  
Former head of CBS News examines television coverage of national political campaigns and conventions. Bibliography, index, and photographs.
- 314 Miles, Donald W. Broadcast News Handbook. Indianapolis: Howard W. Sams & Co., 1975. 392 pp.  
Focuses on radio because of its increasing news role. Bibliography, glossary, index, and photographs.
- 315 Minor, Dale. The Information War. New York: Hawthorn Books, 1970. 212 pp.  
Describes the bitter conflict between reporters and government officials working in Vietnam. "The press" as used in this book refers to both print and non-print media. Index.
- 316 Minow, Newton N.; John Bartlow Martin; and Lee M. Mitchell. Presidential Television: A Twentieth Century Fund Report. New York: Basic Books, 1973. 232 pp.  
This report deals with the dangers to the nation's system of checks and balances posed by presidential access to television. The authors suggest a number of reforms to preserve the constitutional balance in an era of technological change. Bibliography, charts, and index.
- 317 Morgan, Edward P. Clearing the Air. Washington,

D. C. : Robert B. Luce, Inc., 1963. 267 pp.

The author, a Washington news reporter, has set down his daily reactions to events and the people who made them. The book is a collection of his wonderment about our soft lives and hard times, of alternating complaints and cheers over the behavior and behaviorisms of people.

- 318 Patterson, Thomas E. and Robert D. McClure. The Unseeing Eye: The Myth of Television Power in National Elections. New York: Putnam, 1976. 218 pp.

Based on extensive research into the 1972 campaign, the authors claim that TV has no effect in helping voters decide who or which party to vote for. Charts.

- 319 Peterson, Sheldon, ed. The Newsroom and the Newscast. New York: Time-Life Broadcasting, 1966. 112 pp.

A brief conference symposium issued by the Radio Television News Directors' Association and Time-Life Broadcast, this book stresses newsroom operations and staffing.

- 320 Peterson, Sheldon, ed. Television Newsfilm: Content. New York: Time-Life Broadcasting, 1965. 86 pp.

A brief conference symposium issued by the Radio Television News Directors' Association and Time-Life Broadcast, this book discusses newsfilm content.

- 321 Porter, William E. Assault on the Media: The Nixon Years. Ann Arbor: University of Michigan Press, 1976. 320 pp.

This is the first lengthy treatment of the Nixon battle with the press from the point of view of government vs. media interrelationships. Index.

- 322 Pye, Lucian W., ed. Communications and Political Development. Princeton, N.J.: Princeton University Press, 1963. 381 pp.

Contributors speak specifically on media in political communication within a country.

- 323 Rivers, William L. The Opinionmakers. Boston: Beacon Press, 1965. 207 pp.

This book is about the interplay of politics and the press--all the mass media--in Washington. Charts and index.

- 324 Rivers, William L. and Michael J. Nyhan, eds. Aspen Notebook on Government and the Media. New York: Praeger, 1975. 192 pp.  
Gives information and viewpoints on reporters vs. politicians, the public's right to know, rules for reporters, citizen access to media, etc.
- 325 Robinson, Sol. Guidelines for News Reporters. Blue Ridge Summit, Pa.: TAB Books, 1971. 192 pp.  
In this guidebook, the author relates quite specifically and to the point, the techniques he has found to be successful during his many years as a newsman and as a part of management. The volume discusses exactly what is required of a broadcast journalist and the problems he faces, and the solutions, as well as how to deal with news sources and how to prepare news stories understandably and accurately. Charts and photographs.
- 326 Rubin, Bernard. Political Television. Belmont, Calif.: Wadsworth, 1967. 200 pp.  
This is an account of the dramatic reshaping of elections and the Presidency by television, the mass communications medium that brings current history into the home. This story of the five years preceding the general election of 1964 is told in the context of two presidential campaigns, in an attempt to show why and how television has become able to exert such profound political influences. Charts and index.
- 327 Sevareid, Eric. In One Ear. New York: Knopf, 1952.  
A collection of what the author refers to as individual snapshots taken from some of his daily broadcasts.
- 328 Sevareid, Eric. This Is Eric Sevareid. New York: McGraw-Hill, 1964. 306 pp.  
This volume includes many of the author's broadcasts and columns.
- 329 Siebert, Fred S.; Walter Wilcox; and George Hough, III.



(Edited by Chilton R. Bush.) Free Press and Fair Trial: Some Dimensions of the Problem. Athens: University of Georgia Press, 1970. 133 pp.

This volume presents findings from studies conducted by each of the authors: Dr. Siebert interviewed a national sample of trial judges on the question of miscarriage of justice in their courts as the result of publication of news about crime; George Hough conducted an analysis of the magnitude of the situation by analyzing the disposition in the Detroit Recorder's Court and the reporting in one Detroit newspaper of all felony cases for which warrants of arrest had been issued over a six-month period; Dr. Wilcox conducted a search of the literature on the subject of jurors and the effect on verdicts of published or broadcast pretrial news. Charts.

- 330 Siller, Bob; Ted White; and Hal Terkel. Television and Radio News. New York: Macmillan, 1960. 227 pp.

A useful production book though now out of date.

- 331 Skornia, Harry J. Television and the News: A Critical Appraisal. Palo Alto, Calif.: Pacific Books, 1968. 232 pp.

There is increasing evidence that Americans are still not receiving from TV and radio the diversity and depth of news, clarification, and interpretation of the right type, from the right places, that they need for responsible decision making. This book examines the causes of certain weaknesses and failures of this nature and proposes some possible improvements for public and industry consideration.

- 332 Small, William. To Kill a Messenger: Television News and the Real World. New York: Hastings House Publishers, 1970. 320 pp.

From his vantage point as News Director and Bureau Manager of CBS News in Washington, the author thoughtfully and thoroughly examines the role of television news in our society. Index.

- 333 Thomson, Charles A. H. Television and Presidential Politics: The Experience in 1952 and the Problems Ahead. Washington, D.C.: Brookings Institute, 1956. 173 pp.

Examines the relationship of television to the

political process and the issues of public policy that are presented by this use of the medium. Charts and index.

- 334 Whale, John. The Half-Shut Eye: Television and Politics in Britain and America. New York: St. Martin's Press, 1969. 219 pp.  
Discusses the impact television has had on politics both in the U.S. and Britain. Compares how each nation uses the media for political advantage. Index.
- 335 Whalen, Charles W., Jr. Your Right to Know: How the Free Flow of News Depends on the Journalist's Right to Protect His Sources. New York: Vintage Books, 1973. 206 pp.  
A plea that journalists be legally protected from having to reveal their sources in order to ensure that the news gets to the people. Illustrated by case histories.
- 336 White, Paul. News on the Air. New York: Harcourt, Brace, 1947.  
An analysis of news gathering and preparation for broadcasting.
- 337 Wilhelmsen, Frederick D. and Jane Bret. Telepolitics: The Politics of Neuronic Man. Plattsburgh, N. Y.: Tundra Books, 1972. 254 pp.  
Deals with the effects of television, specially the effect of media coverage of politics on news events. The authors suggest the form rather than content of media have created a new age of what they term "neuronic man."
- 338 Wolf, Frank. Television Programming for News and Public Affairs: A Quantitative Analysis of Networks and Stations. New York: Praeger, 1972. 203 pp.  
Studies the identification and analysis of major factors that account for the quality and proportion of news and public affairs programming shown on commercial television. Bibliography and charts.
- 339 Wyckoff, Gene. The Image Candidates: American Politics in the Age of Television. New York: Macmillan, 1968. 274 pp.  
A behind-the-scenes look at the making of a

political candidate's image for television. Interesting look at the image makers and their techniques.

### B. Public Affairs

See also nos. 338, 428, 512.

- 340 Swallow, Norman. Factual Television. New York: Hastings House Publishers, 1966.

The role of television in public affairs, the arts, and education is discussed here by a top British director.

- 341 Wolff, Perry. A Tour of the White House with Mrs. John F. Kennedy. New York: Doubleday, 1962. 258 pp.

This well-illustrated book, based on the famous CBS-originated television program, includes not only the text of the broadcast but much of the background material gathered for its production. Photographs.

### C. Documentaries

See also nos. 294, 422, 424, 507.

- 342 Bluem, A. William. Documentary in American Television. New York: Hastings House Publishers, 1968. 311 pp.

This knowledgeable, sometimes controversial, book presents a critical analysis of the documentary movement in American television. Covered are: its history, its forms and functions, its achievements, its problems and prospects, its shapers. Bibliography, index, and photographs.

- 343 Yellin, David G. Special: Fred Freed and the Television Documentary. New York: Macmillan, 1973. 289 pp.

Chronicles the development of television documentary--from its beginnings after World War II to the present--through the life and work of Fred Freed, pioneer in the radio and television documentary. Index and photographs.

D. Drama

See also nos. 409, 416, 436, 487, 531.

- 344 Brauer, Ralph and Donna Brauer. The Horse, the Gun and the Piece of Property. Bowling Green, Ohio: University Popular Press, 1975. 246 pp.  
Includes discussions of just what a Western is, the old-fashioned Western and the TV Code, the lawman and associates defend the organization man, the male group and the emerging community, and the role of property in Westerns. Other topics dealt with include Indians, minority groups, women, etc. Illustrations.

- 345 Cantril, Hadley. The Invasion from Mars: A Study in the Psychology of Panic. New York: Harper & Row, 1966. 224 pp.

The study reported in this book was launched immediately after Orson Welles' dramatization of H. G. Wells' fantasy, War of the Worlds. The book gives an account of people's reactions. Charts and index.

- 346 Edmondson, Madeleine and David Rounds. The Soaps: Daytime Serials of Radio and TV. New York: Stein & Day, 1973. 190 pp.

A short and informal analysis with useful behind-the-scenes information on production.

- 347 Gerrold, David. The World of Star Trek. New York: Ballantine Books, 1973. 274 pp.

Discusses Gene Roddenberry's brilliant concept of the first viable science-fiction world designed for a TV series; the writers, technicians, and stars who made the show happen; the fans who kept Star Trek alive in the face of network opposition. Photographs.

- 348 Higby, Mary Jane. Tune in Tomorrow or How I Found the Right to Happiness with Our Gal Sunday, Stella Dallas, John's Other Wife, and Other Sunday Radio Serials. New York: Cowles Educational Corp., 1968. 226 pp.

Offers insight into the soap operas by someone who was there. Photographs.

- 349 La Guardia, Robert. The Wonderful World of TV Soap

Operas. New York: Ballantine Books, 1974.  
342 pp.

A complete guide to television's most unique genre, the book discusses "soap addiction," the ratings war, the history of radio and TV soap operas, up-to-date plot summaries, and a behind-the-scenes taping of an actual soap opera. Photographs.

- 350 Mackey, David R. Drama on the Air. New York: Prentice-Hall, 1951.

A text which integrates the three main facets of radio dramatic presentations--script, production, and acting--with emphasis on acting.

- 351 Olfson, Lewy. Radio Plays of Famous Stories. Boston: Plays, Inc., 1956. 250 pp.

Radio scripts written for half-hour broadcasts. Glossary.

- 352 Stedman, Raymond William. The Serials: Suspense and Drama by Installment. Norman: University of Oklahoma Press, 1971. 514 pp.

Scholarly yet eminently readable history of the serial form in film, radio, and television, the latter being one of the best available analyses of content and impact of this format.

- 353 Whitfield, Stephen E. and Gene Roddenberry. The Making of Star Trek. New York: Ballantine Books, 1968. 414 pp.

Probably the best study of a commercial network program ever published. Recommended even for those who did not care for the program, as it provides detail on early conception of the idea, character and actor development, sets and props, writer guidelines, pilot production, etc.

#### E. Variety

See also no. 487.

- 354 Andrews, Bart. Lucy, Ricky, Fred and Ethel: The Story of 'I Love Lucy'. New York: Dutton, 1976. 278 pp.

Deals with interesting behind-the-scenes information for early filmed television productions. The

last 100 pages is an episode-by-episode log of all programs of the original series. Index and photographs.

- 355 Blumenthal, Norman. The TV Game Shows. New York: Pyramid Books, 1975. 272 pp.  
Popular discussion of program types, operations and economics, personalities, and details on network shows. Useful for "behind-the-scenes" approach even though aimed mainly at quiz show viewers.

#### F. Children

See also nos. 388, 554, 630, 709, 712, 713, 714, 718, 777, 834, 846, 851, 875, 892, 931, 932.

- 356 Callahan, Jennie Waugh. Radio Workshop for Children. New York: McGraw-Hill, 1948. 398 pp.  
This book was written to aid instructors of college courses and to serve as a text for the college students who are preparing to use radio broadcasting as a teaching tool. This is the first book in the field of radio broadcasting to set forth the step-by-step process of auditioning children for the school workshop, of planning and writing scripts on all school subjects, and of rehearsing and airing the programs. Bibliography, glossary, illustrations, index, and photographs.
- 357 Cater, Douglass and Stephen Strickland. TV Violence and the Child: The Evolution and Fate of the Surgeon General's Report. New York: Russell Sage Foundation, 1975. 167 pp.
- 358 Garry, Ralph; F. B. Rainsberry; and Charles Winick. For the Young Viewer. New York: McGraw-Hill, 1962. 181 pp.  
This book is for all those who hold a prime concern with improving children or television or both. It is for broadcasters, parents, creators of programs, and educators. Bibliography and photographs.
- 359 Gordon, Dorothy (Terner). All Children Listen. New York: G. M. Stewart, Inc., 1942. 128 pp.

Discusses how children can be influenced by radio in terms of continuing our democratic way of government. Bibliography.

- 360 Hackett, Walter Anthony. Radio Plays for Young People. Boston: Plays, Inc., 1950. 277 pp.  
Collection of radio scripts of plays for children. The scripts in this book have been produced over the air by both professionals and amateurs.
- 361 Kaye, Evelyn. The Family Guide to Children's Television: What to Watch, What to Miss, What to Change. New York: Pantheon, 1974. 194 pp.
- 362 Kline, F. Gerald and Peter Clarke, eds. Mass Communications and Youth: Some Current Perspectives. Beverly Hills, Calif.: Sage, 1971. 128 pp.  
Eight original articles dealing with parents' role with children's media habits, the role of popular music and children, media effects on learning, etc.
- 363 Lesser, Gerald S. Children and Television: Lessons from Sesame Street. New York: Random House, 1975. 290 pp.  
The author describes how "Sesame Street" was put together. He tells the story of the people who created it, the ideas that went into it, and the insights about children that emerged from it. Bibliography, illustrations, index, and photographs.
- 364 Liebert, Robert M.; John M. Neale; and Emily S. Davidson. The Early Window: Effects of Television on Children and Youth. New York: Pergamon Press, 1973. 193 pp.  
The authors have written about what the child views in the "early window"--television--and how he is influenced by it. Bibliography, charts, illustrations, index, and photographs.
- 365 Melody, William. Children's Television: The Economics of Exploitation. New Haven, Conn.: Yale University Press, 1973. 164 pp.  
This study, commissioned by Action for Children's Television, focuses on the economic aspects of commercial children's television and their relation to FCC public-policy options. Bibliography and illustrations.

- 366 Mielke, Keith W., et al. The Federal Role in Funding Children's Television Programming. Washington, D. C.: National Association of Educational Broadcasters, 1975. 283 pp.
- 367 Mukerji, Rose. Television Guidelines for Early Childhood Education. Bloomington, Ind.: National Instructional Television, 1969. 57 pp.  
A guide for those in decision-making positions in children's TV programming.
- 368 Noble, Grant. Children in Front of the Small Screen. Beverly Hills, Calif.: Sage, 1975. 256 pp.  
This book is the result of the author's original research with children in Britain, Ireland, and Canada. It presents a rich array of findings and ideas that will interest not only the specialist, but teachers and parents as well, and hopefully encourage TV planners to look again at children's programs.
- 369 Polsky, Richard M. Getting to Sesame Street: Origins of the Children's Television Workshop. New York: Praeger, 1974. 160 pp.  
Describes and analyzes the genesis and early development of the Children's Television Workshop, creators of "Sesame Street."
- 370 Rutstein, Nat. "Go Watch TV!" What and How Much Should Children Really Watch? New York: Sheed & Ward, 1974.
- 371 Schramm, Wilbur; Jack Lyle; and Edwin Parker. Television in the Lives of Our Children. Stanford, Calif.: Stanford University Press, 1961. 324 pp.  
This book represents three years of research and analysis in ten communities in the United States and Canada. It is the first full-length study of the impact of television on North American children. Both children and entire families were interviewed. Bibliography, charts, and index.
- 372 Shayon, Robert Lewis. Television and Our Children. New York: Longmans, Green & Co., 1951. 94 pp.  
This book is a revealing explanation of the basis upon which the radio-television industry operates, and the limitations within which the Federal Communications Commission must act.



- 373 Treadwell, Bill. Head, Heart and Heel. New York: Mayfair Books, 1958. 212 pp.  
Biography of famous children's radio program host "Uncle Don" Carney, written by a long-time associate and program director. Index and photographs.
- 374 Watson, Katherine (Williams). Radio Plays for Children. New York: H. W. Wilson Co., 1947. 281 pp.  
Dramatizations for radio of children's books and stories.
- 375 Winick, Charles; Lorne G. Williamson; Stuart F. Chuzmir; and Mariann P. Winick. Children's Television Commercials: A Content Analysis. New York: Praeger, 1973. 156 pp.  
Charles Winick and his colleagues have selected 145 fundamental elements, most of which are the outgrowth of basic thinking about the potential effects of advertising: how it fits into the fantasy world of the child, how the type of delivery might affect the child's compliance, etc. In a final section of this study, the authors lay out a broad plan for future research where it will be possible to interview or observe children directly. Bibliography and index.
- 376 Yin, Robert K. The Workshop and the World: Toward an Assessment of the Children's Television Workshop. Santa Monica, Calif.: Rand Corp., 1973.

### G. Religious

See also nos. 1034, 1039, 1053, 1065.

- 377 Bluem, A. William. Religious Television Programs: A Study of Relevance. New York: Hastings House Publishers, 1969. 220 pp.  
This authoritative survey, commissioned by the Television Office, examines the current status of religious television programming in America, primarily at the local level. Bibliography, index, and photographs.
- 378 Ellens, J. Harold. Models of Religious Broadcasting. Grand Rapids, Mich.: Eerdmans, 1974. 168 pp.

Useful and sometimes humorous analysis of the varied types of religious programs on the air and the people behind them.

- 379 Lee, Alfred McClung and Elizabeth Briant Lee, eds. The Fine Art of Propaganda: A Study of Father Coughlin's Speeches. New York: Harcourt, Brace, 1939. 140 pp.

A classic analysis of the methods used by the famous "radio priest" in the 1930s, this volume offers detailed definitions and practical examples of such approaches as name calling, glittering generality, transfer, testimonial, plain folks, card stacking, band wagon building--and then all are shown in a typical Coughlin speech. This was one of the most important publications of the short-lived "Institute for Propaganda Analysis" in the late 1930s, and was perhaps the best of the popular treatments of Coughlin's radio speeches. Bibliography.

- 380 Morris, James. The Preachers. New York: St. Martin's Press, 1973. 418 pp.

In-depth look at the men who have been preaching on radio and television for years. Discusses the peculiarities of each, such as the one preacher who maintained he could raise the dead and ran into a problem when his listeners started sending him corpses for the miracle. Bibliography, illustrations, and index.

#### H. General

See also nos. 20, 29, 36, 52, 57, 93, 96, 110, 111, 113, 117, 124, 142, 153, 207, 221, 425, 509, 529, 530, 533, 541, 542, 551, 585, 614, 652, 656, 658, 704, 708, 893, 895, 935, 1015, 1036, 1068, 1077.

- 381 Arlen, Michael J. The View from Highway I. New York: Farrar, Straus & Giroux, 1976. 293 pp.

Twenty-one essays from the period 1974-1976 dealing with all kinds of television programming. A sequel to the author's Living Room War of 1969.

- 382 Cantor, Muriel G. The Hollywood Television Producer: His Work and His Audience. New York: Basic Books, 1971. 256 pp.

Author's Ph.D. dissertation and the only study of its type. Explores the job constraints and activities of prime-time program producers from a sociological perspective.

- 383 Clift, Charles and Archie Greer, eds. Broadcast Programming: The Current Perspective. Washington, D.C.: University Press of America, 1976. 148 pp.  
Sections of material are built around ratings, network prime time programming 1973-1976, network television programming types, local television, local radio programming, program regulation on the local level, general program regulation, and a section entitled "Radio and Television Under Pressure."
- 384 Duff, Willis. The Talk Radio Handbook. San Francisco: The Author, 1969. 61 pp.  
A Metromedia station manager's collection of useful memos and advice on all kinds of talk radio formats.
- 385 Federal Communications Commission (Office of Network Study). Television Network Program Procurement. Washington, D.C.: FCC, 1963. Part I, 494 pp.; Part II, 838 pp.  
An exhaustive analysis of a process that has changed little in the past decade. Based on extensive hearings and including many quotations from testimony of network and package agency personnel on program decisions and content.
- 386 Fisher, Hal. Radio Program Ideabook. Blue Ridge Summit, Pa.: TAB Books, 1968. 256 pp.  
Here's a new, exciting, comprehensive source of all the programming ideas needed to build and hold an audience--a thesaurus of ideas on radio showmanship--written for everyone involved in radio programming by a seasoned broadcast veteran. Illustrations.
- 387 Gaines, J. Raleigh. Modern Radio Programming. Blue Ridge Summit, Pa.: TAB Books, 1973. 192 pp.  
Details duties and responsibilities of a program director and covers music control and research, public service and community involvement, maintaining the quality of the "air sound," use of jingles and promotion, the various formats from contemporary

to "block" programming, the multitude of programming components, how to determine a need and to fit it in the program schedule, plus the importance and use of news, weather, sports, community service, and other special features. Glossary and illustrations.

- 388 Glut, Donald F. and Jim Harmon. The Great Television Heroes. New York: Doubleday, 1975. 245 pp.  
Short illustrated study written for the nostalgia market and covering network programs up to about 1960. Discusses both children's and adult programs of various types. Illustrations.
- 389 Harmon, Jim. The Great Radio Heroes. Garden City, N. Y.: Doubleday, 1967. 263 pp.  
Description of early radio programs and the people who made it all happen.
- 390 Johnson, William O. Super Spectator and the Electronic Lilliputians. Boston: Little, Brown, 1971. 238 pp.  
The only lengthy study of television's effect on professional sports, and vice versa. Taken from articles in Sports Illustrated. Good data here on just how television manages to cover different types of sports events.
- 391 Klages, Karl W. Sportscasting. Lafayette, Ind.: Sportcasters, 1963. 154 pp.  
Deals with all aspects of sports broadcasting with detailed coverage of play-by-play sports newscasting and related areas.
- 392 McNamee, Graham (in collaboration with Robert Gordon Anderson). You're On the Air. New York: Harper & Bros., 1926. 207 pp.  
One of the earliest of radio memoirs by one of the first important radio personalities, this is both one man's early radio career and an engaging view of radio in the midst of its first decade of mad growth. Concentration here is on special programs (particularly political and sports events) as handled by New York station WEAf. Photographs.
- 393 Manning, Willard G. The Supply of Prime-Time Entertainment Television Programs. Stanford, Calif. :

Center for Research in Economic Growth, 1973.

- 394 Michael, Paul and James Robert Parish. The Emmy Awards: A Pictorial History. New York: Crown, 1970. 384 pp.  
A detailed review of the Academy of Television Arts and Sciences' annual "Emmy" awards for outstanding television programs, covered from the first awards in 1948 through the 22nd annual awards in 1970. Pictures from each awarded program and listing of all awards--plus the losers in each category. Index and photographs.
- 395 Miller, Merle and Evan Rhodes. Only You Dick Darling! New York: Sloane, 1964. 350 pp.  
Tongue-in-cheek, but an essentially true tale of an attempt to sell a program idea to then CBS Television President James Aubrey--and the reasons for this venture's failure. Useful analysis of program idea development problems.
- 396 Milton, Ralph. Radio Programming: A Basic Training Manual. London: Geoffrey Bles, 1968. 384 pp.  
This manual was designed to help international students learn the art of radio programming. Produced for the Association of Christian Broadcasting. Glossary, illustrations, and photographs.
- 397 Newcomb, Horace. TV: The Most Popular Art. New York: Doubleday Anchor, 1974. 272 pp.  
Characters divided along network program genre lines, covering both entertainment and information formats. Discusses content types and conventions with many examples from specific series.
- 398 Shayon, Robert Lewis, ed. The Eighth Art: Twenty-Three Views of Television Today. New York: Holt, Rinehart & Winston, 1962. 269 pp.  
Originally commissioned for a CBS-backed quarterly that never appeared, this is a collection of articles stressing programming types and opportunities, but covering other areas (the audience, critics, worldwide systems, effects on reading and sports, needed research, coverage of court trials, etc.) as well. The authors read like a 'who's who' of TV and society.

- 399 Shulman, Arthur and Roger Youman. How Sweet It Was: Television--A Pictorial Commentary. New York: Shorecrest, 1966 (reprinted by Bonanza, 1968). 448 pp.

An excellent review of developments in TV programming, this 12-chapter compendium (divided along program type lines) is a wealth of personalities and programs of TV networks' first two decades. Index and photographs.

- 400 Taylor, Sherril W., ed. Radio Programming in Action: Realities and Opportunities. New York: Hastings House Publishers, 1967. 183 pp.

Based on the 1966 programming seminars of the NAB, 27 broadcast executives representing radio stations throughout the country, present their original essays and viewpoints within six broad programming categories: News and Public Service, Modern Music, Country Music, "Beautiful" Music, FM Radio, Sports. Index.

- 401 Thomey, Tedd. The Glorious Decade. New York: Ace Books, 1971. 224 pp.

A popular review of network television programs of the 1950s, this short book has chapters on Imogene Coca and Sid Caesar, anthology drama programs, "adult" westerns, Lucille Ball, crime and detective programs, radio stars (mainly comedians) on TV, and the quiz scandals. Light nostalgia, but a good feel for typical programming of the era. Photographs.

- 402 Tuchman, Gaye, ed. The TV Establishment: Programming for Power and Profit. Englewood Cliffs, N.J.: Prentice-Hall, 1974. 186 pp.

Highly anti-establishment view of the networks, concentrating on programming and economic issues.

- 403 West, Robert. The Rape of Radio. New York: Rodin Publishing Co., 1941. 546 pp.

A 16-chapter review of radio that in no way lives up to its title suggestion that someone was misusing the medium. This is a wandering discussion of announcers, radio drama, music on the air, children's programs, educational applications, radio comedy, religion, propaganda and news, sports, political programming, censorship, role of advertisers, the

potential of television, and (lastly) what the public wants.

- 404 Wilson, Angus. Tempo: The Impact of Television on the Arts. London: Studio Vista, 1964. 99 pp.  
Illustrates the highlights of Tempo programs inquiring into what television can do to foster pleasure in music, painting, poetry, drama, ballet, and architecture. Photographs.
- 405 Wood, William A. Electronic Journalism. New York: Columbia University Press, 1967. 175 pp.  
This book is a favorable report on television journalism and on the men responsible for it. Index.
- 406 Wylie, Max. Best Broadcasts of 1938-39. New York: Whittlesey House, 1940.  
An anthology of radio programs presented on all three major networks.

## 6. PRODUCTION

### A. Audio

See also nos. 289, 356, 384, 490.

- 407 Alkin, Glyn. TV Sound Operations. New York: Hastings House Publishers, 1975. 176 pp.

Deals with a wide variety of audio production problems and techniques. Comprehensive and well illustrated. Bibliography, glossary, and illustrations.

- 408 Aspinal, Richard. Radio Programme Production: A Manual for Training. New York: Unipub, Inc. (UNESCO), 1971. 151 pp.

Offers a new basic guide to program production for radio operations in developing nations and gives major emphasis to type of programs.

- 409 Barnouw, Erik, ed. Radio Drama in Action. New York: Rinehart & Co., 1945. 397 pp.

Collection of radio dramas by well-known writers.

- 410 Carlile, John S. Production and Direction of Radio Programs. New York: Prentice-Hall, 1939. 397 pp.

Includes the details of radio production including hand signals and studio diagrams. The purpose of the book is to provide a useful volume on radio production for those who are already in the radio industry and those who hope to enter it. The author has provided, above all, a practical book. Bibliography, glossary, illustrations, index, and photographs.

- 411 Chase, Gilbert. Music in Radio Broadcasting. New York: McGraw-Hill, 1946. 152 pp.



A text developed for a course covering all aspects of music used in broadcasting without attempting to teach the applied techniques of any one of them. Index.

- 412 Columbia Broadcasting System. Radio Alphabet. New York: Hastings House Publishers, 1946. 85 pp.  
A glossary of radio terms and radio's sign language. Illustrations.
- 413 Crews, Albert. Radio Production Directing. New York: Houghton-Mifflin, 1944. 550 pp.  
This volume gives the basic concepts on which all sound production work is founded. Illustrations, index, and photographs.
- 414 Dimond, Sidney A. and Donald M. Andersson. Radio and Television Workshop Manual: A Practical Guide to Creative Radio and Television. Englewood Cliffs, N.J.: Prentice-Hall, 1952. 301 pp.  
A practical guide to creative radio and television production with emphasis on the more simplified types of programming for the small station. Illustrations.
- 415 Hoffer, Jay. Radio Production Techniques. Blue Ridge Summit, Pa.: TAB Books, 1974. 192 pp.  
Covers every phase of radio production from announcements to the overall station "sound"--in fact, every creative aspect of today's radio. Illustrations.
- 416 Krulevitch, Walter. Radio Drama Production. New York: Rinehart & Co., 1946. 330 pp.  
Written with the beginner in mind, this text includes chapters on script editing for producers, scoring from records, sources of radio plays, and sound effects. Bibliography, illustrations, and index.
- 417 Nisbett, Alec. The Technique of the Sound Studio. 2nd edition. New York: Hastings House Publishers, 1970. 559 pp.  
This authoritative, standard work is essential reading for all who work with sound in television and film, as well as radio. It is intended for those with a creative interest in sound whether they are directors, writers, performers, or more directly

concerned with operational techniques. Bibliography, glossary, illustrations, and index.

- 418 Nisbett, Alec. The Use of Microphones. New York: Hastings House Publishers, 1974. 168 pp.  
A very useful guide to the various types of microphones and how they are best used in the recording and television studios. Bibliography, glossary, and illustrations.

- 419 Oringel, Robert S. Audio Control Handbook: For Radio and Television Broadcasting. 4th edition. New York: Hastings House Publishers, 1972. 192 pp.  
Here, in clear and non-technical language, are complete step-by-step directions and full explanations of every phase of audio control in all types of broadcasting. For the newcomer or seasoned professional it is an extremely practical aid. Glossary, illustrations, index, and photographs.

- 420 Schwartz, Tony. The Responsive Chord. New York: Doubleday, 1973. 210 pp.  
Almost McLuhanesque discussion of the aesthetics of audio communication (including TV sound), especially in commercial and political advertising.

## B. Television

See also nos. 254, 300, 308, 320, 347, 349, 353, 363, 410, 414, 493, 494, 650, 820, 821, 826.

- 421 Alkin, E. G. M. Sound with Vision: Sound Techniques for Television and Film. New York: Crane, Russak, 1973. 283 pp.  
Deals specifically with production techniques in broadcasting. Offers the basis of the writer's long BBC experience. Illustrations.
- 422 Atkins, Jim, Jr. and Leo Willette. Filming TV News and Documentaries. New York: Chilton Books, 1965. 158 pp.  
Book covers the entire field of news and information filmmaking, from philosophy to how-to-do-it. Glossary and photographs.

- 423 Banathy, Bela H. Instructional Systems. Belmont, Calif.: Fearon Publishers, 1968. 106 pp.  
Clear introduction to basic instructional systems. Useful as a guide for systems design in television production. Bibliography and illustrations.
- 424 Barrett, Marvin, ed. The Alfred I. DuPont-Columbia University Survey of Broadcast Journalism. New York: Grosset & Dunlap, 1969-1971; Crowell, 1972-date.  
Originally an annual and now biennial. Offers the best overview of developments in both network and local television news and documentary production. Each year's volume has different main title.
- 425 Becker, Samuel L. and H. Clay Harshbarger. Television: Techniques for Planning and Performance. New York: Henry Holt, 1958. 182 pp.  
A study of this text will be helpful in gaining an understanding of the speaking process in television. There are a variety of program assignments in this book which will acquaint the reader with the problems of television programming, production, and broadcasting. Bibliography, charts, illustrations, and index.
- 426 Bensinger, Charles. Petersen's Guide to Video Tape Recording. Los Angeles: Petersen Publishing Co., 1973. 80 pp.  
Publication tables about video, how it works, the equipment needed, portapaks, editing video and production tips. Illustrations and photographs.
- 427 Bettinger, Hoyland (revised by Sol Cornberg). Television Techniques. New York: Harper & Bros., 1955. 236 pp.  
Basic television production book emphasizing both audio and video techniques as well as writing, directing, and producing for television. Illustrations, index, and photographs.
- 428 Bluem, A. William; John F. Cox; and Gene McPherson. Television in the Public Interest: Planning, Production, Performance. New York: Hastings House Publishers, 1961. 192 pp.  
This book supplies needed background to those given responsibility for an organization's efforts in the medium of television. It suggests what television

can help to accomplish; it gives a behind-the-screen acquaintance with a station and its facilities; it affords guidance in initial planning, approaching a station, detailed planning and scripting, performance and audience promotion. Charts, glossary, illustrations, index, and photographs.

- 429 Bretz, Rudy. Techniques of Television Production. 2nd edition. New York: McGraw-Hill, 1962. 517 pp.

The aim of this book is to bridge the gap between the creative production man and the technically minded engineer. The book is directed toward the production man, the director, producer, or worker in any of the dozens of service departments, such as graphic arts, costume, make-up, special effects, or lighting. It is written from their point of view and in answer to their problems. Charts, illustrations, index, and photographs.

- 430 Brodhead, James E. Inside Laugh-In. New York: Signet, 1969. 159 pp.

The only fairly serious published study of how this once popular program developed and how a typical show was produced.

- 431 Davis, Desmond. The Grammar of Television Production. 2nd edition. London: Barrie & Jenkins, 1966. 80 pp.

Offers a brief "grammar" which consists of an annotated listing of conventions (must-do rules), rules (to be broken only on occasion, with good reason), and hints or tips (non-binding suggestions) on TV production. Glossary and illustrations.

- 432 Diamant, Lincoln, ed. The Anatomy of a Television Commercial: The Story of Eastman Kodak's "Yesterdays". New York: Hastings House Publishers, 1970. 191 pp.

How Kodak's now classic two-minute commercial "Yesterdays" (winner of 13 international awards) was created and produced by a cooperative advertising fraternity of writers, photographers, cameramen, editors, musicians, directors, and producers. Includes the film commercial "Yesterdays." Glossary, illustrations, index, and photographs.

- 433 Dondis, Donis A. A Primer of Visual Literacy. Cambridge, Mass.: MIT Press, 1973. 194 pp.  
Applicable to television, films, or graphic arts work and pulls information and ideas from the fine arts as well as media.
- 434 Efrein, Joel. Video Tape Production and Communication Techniques. Blue Ridge Summit, Pa.: TAB Books, 1971. 256 pp.  
Here is an authoritative, practical guide on how to create effective video tape productions--the perfect guidebook for businessmen, educators, telecasters, CATV operators and others interested in using video tape for audio-visual communications. It is a complete how-to-do-it handbook on video production, direction, and program creation for educational, industrial, broadcast, and CATV applications. Glossary, illustrations, and index.
- 435 Ewing, Sam (in collaboration with R. W. (Ozzie) Abolin). Don't Look at the Camera! Blue Ridge Summit, Pa.: TAB Books, 1973. 224 pp.  
Explains the basic techniques of TV photography, including dozens of tried-and-proven shortcuts for getting pictures on the air quickly and economically. Emphasis is placed on low-cost production. Fully covered are such subjects as developing ease and tact in dealing with touchy and difficult advertisers; fresh, exciting new techniques for filming low-cost commercials; continuity writing and production planning; the six important elements required in film production; the difficulties of filming on location; and a seven-point plan to help produce a better commercial film. Also included is a step-by-step chronicle of a sound-on-film assignment. Bibliography, glossary, illustrations, and index.
- 436 Heald, Tim. The Making of Space 1999. New York: Ballantine Books, 1976. 224 pp.  
The complete story behind the making of the popular science fiction television series. Photographs.
- 437 Jones, Peter. The Techniques of the Television Cameraman. Revised edition. New York: Hastings House Publishers, 1969. 243 pp.  
This book is devoted wholly and specifically to

the work of the television cameraman. Primarily intended to help the newcomer, directors and others will find it helpful in program planning.

- 438 Lewis, Bruce. The Technique of Television Announcing. New York: Hastings House Publishers, 1966. 264 pp.  
This is the only book that covers all facets of television announcing completely.
- 439 Lewis, Colby. The TV Director/Interpreter. New York: Hastings House Publishers, 1968. 255 pp.  
Describes all aspects of television direction. Many fine principles for the television director to consider. Good teaching text. Illustrations and index.
- 440 McCavitt, William. Television Studio Operations Manual. Revised edition. Indiana, Pa.: A. G. Halldin Publishers, 1975. 104 pp.  
Basic manual for beginners in television production. Includes responsibilities for each position in a production team, script writing, and set design. Bibliography, illustrations, and photographs.
- 441 Mattingly, Grayson and Welby Smith. Introducing the Single-Camera VTR System. New York: Charles Scribner's Sons, 1973.  
A rather simple, yet useful, introductory text to small-format television operation. Does not include small-format color.
- 442 Millerson, Gerald. Basic TV Staging. New York: Hastings House Publishers, 1974. 173 pp.  
A simplified text, including some of the principles of television staging, as elaborated upon in the author's Technique of Television Production. Bibliography, glossary, and illustrations.
- 443 Millerson, Gerald. Effective TV Production. New York: Hastings House Publishers, 1976. 196 pp.  
This book presents the fundamentals of TV directing techniques outlining in an at-a-glance breakdown the principles, practices, and opportunities of TV directing. Bibliography, glossary, and illustrations.

- 444 Millerson, Gerald. TV Camera Operation. New York: Hastings House Publishers, 1974. 160 pp.  
A small, simple, yet useful guide to the beginner of television production. Bibliography, glossary, and illustrations.
- 445 Millerson, Gerald. TV Lighting Methods. New York: Hastings House Publishers, 1975. 150 pp.  
A simple version of the author's TV and film lighting book for the beginner. Bibliography, glossary, and illustrations.
- 446 Millerson, Gerald. The Technique of Lighting for Television and Motion Pictures. New York: Hastings House Publishers, 1972. 366 pp.  
This book progresses from fundamental principles to lighting in its most advanced forms. Invaluable for student and practitioner alike, it shows how light influences portraiture and atmospheric illusion; it explains how to display subjects persuasively and how to set about lighting in all its artistic applications. Bibliography, illustrations, and photographs.
- 447 Millerson, Gerald. The Technique of Television Production. 6th edition. New York: Hastings House Publishers, 1968. 440 pp.  
Perhaps the best single volume on television production available. Its coverage is complete, its diagrams are numerous and of value, and this edition has more coverage of color. A bit involved for new students, but unexcelled for those with at least minimal experience. Charts, illustrations, and index.
- 448 Oswald, Ida and Suzanne Wilson. This Bag Is Not a Toy: Handbook for the Use of Video-Recording in Education for the Professions. New York: Council on Social Work Education, 1971. 133 pp.  
Concentrates on videotape itself with a well diagrammed treatment of technical problems supplemented with information on past projects, conceptualizing videotape recorder productions, and examining legal and ethical issues involved. Illustrations.
- 449 Quick, John and Herbert Wolff. Small Studio Video Tape Production. Reading, Mass.: Addison-

Wesley, 1972. 229 pp.

A useful guide to studiotape use aimed at those with studio facilities of a limited nature. A simplified one-volume guide for those in industry, business, government, and education who have had little or no previous video experience.

- 450 Robinson, Richard. The Video Primer: Equipment, Production, and Concepts. New York: Links Books, 1974. 380 pp.

An excellent, comprehensive discussion of small-format television equipment and its operation. Also includes basic production concepts. Glossary and illustrations.

- 451 Stasheff, Edward; Rudy Bretz; John Gartley; and Lynn Gartley. The Television Program: Its Direction and Production. 5th edition. New York: Hill & Wang, 1976. 243 pp.

Its comprehensiveness makes it an indispensable handbook for students, anyone aspiring to a television career, and for professionals in the many fields where television is finding new applications. Charts, illustrations, and photographs.

- 452 Stone, Vernon and Bruce Hinson. Television News-film Techniques. New York: Hastings House Publishers, 1974. 191 pp.

Offers a detailed analysis of all aspects of shooting newsfilm for television use.

- 453 Videofreex. The Spaghetti City Video Manual. New York: Praeger, 1973.

Despite the "far-out" title, the book contains conventional, useful information on small-format television equipment and operation techniques.

- 454 Wade, Robert J. Designing for Television. New York: Pelligrini & Cudahy, 1952.

Entire book is extremely useful as a text for the person seriously interested in scene design for television. Very thorough and well illustrated; most useful for its completeness and full attention to the problem of television set design. Illustrations.

- 455 Wade, Robert J. Staging TV Programs and Commercials. New York: Hastings House Publishers, 1954.



This book considers in some detail the relationship of the scene designer to the remainder of the production crew. Well illustrated and comprehensive. Illustrations.

- 456 Weiner, Peter. Making the Media Revolution: A Handbook for Video-Tape Production. New York: Macmillan, 1973. 217 pp.

A book on portable video production methods including use of videotape. Illustrations.

- 457 Westmoreland, Bob. Teleproduction Shortcuts: A Manual for Low Budget Television Production in a Small Studio. Norman: University of Oklahoma Press, 1974. 264 pp.

Covers all of production but focuses on the low budget operation in a small studio. Details equipment and its effective use.

- 458 Zettl, Herbert. Television Production Handbook. Third edition. (Workbook also available.) Belmont, Calif.: Wadsworth, 1976. 450 pp.

Provides a practical reference to all major elements of television production, including cameras and camera operation, lights and lighting techniques, audio, videotape and film, and post-production editing. This edition offers up-to-date information on production tools and techniques of television. Color is stressed throughout the book, but there is ample reference to traditional black-and-white production techniques. Bibliography, glossary, illustrations, index, and photographs.

### C. Writing

See also nos. 58, 279, 282, 288, 289, 293, 300, 351, 360, 374, 416, 427, 440.

- 459 Allen, Louise C.; Andre B. Lipscomb; and Joan C. Prigmore. Radio and Television Continuity Writing. New York: Pitman Publishing Co., 1962. 261 pp.

Radio and TV are covered separately in well-illustrated format with lots of solid information on advertising, promotion, station image, and merchandising. Out-of-date. Illustrations.

- 460 **Barnouw, Erik. Handbook of Radio Writing. Boston: Little, Brown, 1947.**  
The techniques of writing for radio and markets for scripts. Concise, authoritative information for both professional and student radio writers.
- 461 **Barnouw, Erik. The Television Writer. New York: Hill & Wang, 1962. 180 pp.**  
Offers a long chapter on the world of the TV writer and over 50 facsimile pages of various TV scripts with important points demonstrated in each.
- 462 **Bender, James F. (revised by Thomas Lee Crowell, Jr.). NBC Handbook of Pronunciation. 3rd edition. New York: Crowell, 1964. 418 pp.**  
This book is designed solely to present a convenient compilation of those pronunciations that will be immediately comprehensible to a great majority of Americans.
- 463 **Bittner, John R. and Denise A. Bittner. Radio Journalism. Englewood Cliffs, N.J.: Prentice-Hall, 1976. 207 pp.**  
The book offers thorough coverage of many areas, from how to obtain your job and how to gather and deliver the news, to how to build mini-documentaries and news features. It shows you how to conduct interviews and how to make the local radio news as professional as network radio news. Index.
- 464 **Bliss, Edward, Jr. and John M. Patterson. Writing News for Broadcast. New York: Columbia University Press, 1971. 298 pp.**  
This timely volume is designed to serve as a text on how to write news for radio and television. Bibliography, index, and photographs.
- 465 **Burack, A. S. Television Plays for Writers. Boston: The Writers, Inc., 1957. 396 pp.**  
Eight television plays with comment and analysis by the authors.
- 466 **Chayefsky, Paddy. Television Plays. New York: Simon & Schuster, 1955. 268 pp.**  
Contains the complete scripts of six of the author's plays.

- 467 Cowgill, Rome. Fundamentals of Writing for Radio. New York: Rinehart & Co., 1949.  
An intensive text stressing the importance of a sound understanding of the broadcasting medium in learning to write for radio.
- 468 Field, Stanley. Professional Broadcast Writer's Handbook. Blue Ridge Summit, Pa.: TAB Books, 1974. 396 pp.  
Complete how-to coverage of all forms of writing--drama, documentary, children's and religious programming, news, and commercial copy--for both radio and TV. Bibliography, glossary, and index.
- 469 French, Florence Felten; William B. Levenson; and Vera Cober Rockwell. Radio English. New York: McGraw-Hill, 1952. 368 pp.  
Radio English is a document from the hands of three experts. They have organized their textbook first so that the newcomer can make brief expeditions into the exciting new country of radio. Later they show him how to penetrate more deeply. Bibliography, glossary, illustrations, index, and photographs.
- 470 Hall, Mark W. Broadcast Journalism: An Introduction to News Writing. New York: Hastings House Publishers, 1971. 159 pp.  
The book covers all basics of radio-television news writing style as well as providing information and guidelines in handling the major types of stories that a broadcast journalist might be expected to cover during his career. Index.
- 471 Herman, Lewis Helmar. A Practical Manual of Screen-Play-Writing for Theatre and Television Films. Cleveland, Ohio: World Publishing Co., 1952. 294 pp.  
This book is a practical manual of screen-play writing. Its purpose is to supply practical rules and suggestions and to describe practices applicable to the writing of motion-picture screen plays for both theater and television presentation. Index.
- 472 Hilliard, Robert L. Writing for Television and Radio. 3rd edition. New York: Hastings House Publishers, 1976. 461 pp.

This is an updated version of a highly praised text. It is practical for home study as the book includes end-of-chapter exercises and notes. Bibliography, charts, index, and photographs.

- 473 Keirstead, Phillip. Journalist's Notebook of Live Radio-TV News. Blue Ridge Summit, Pa. : TAB Books, 1976. 252 pp.
- Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques plus a complete knowledge of the technology with which they work. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment, including mini-cams. Pulls together all the elements a reporter must have at his command to give a convincing on-air performance. Glossary, illustrations, and photographs.
- 474 Meyer, Philip. Precision Journalism: A Reporter's Introduction to Social Science Methods. Bloomington: Indiana University Press, 1973.
- Offers the basic rudiments of social science methods for reporters, dealing with research methods only insofar as the in-depth reporter may need.
- 475 Peck, William A. Anatomy of Local Radio-TV Copy. 4th edition. Blue Ridge Summit, Pa. : TAB Books, 1976. 140 pp.
- This new, revised fourth edition is a complete over-the-shoulder course in creative copywriting by one of the best admen in the business, who gives practical instruction on every step of the copywriting process--from ideas to polished results.
- 476 Ris, Thomas F. Promotional & Advertising Copywriter's Handbook. Blue Ridge Summit, Pa. : TAB Books, 1971. 128 pp.
- While providing text material emphasizing the important aspects of preparing advertising or promotional copy for various media (newspapers, magazines, billboards, direct mail, radio, and television), it is essentially a copywriting course workbook which requires the student to complete some 18 different assignments.
- 477 Rivers, William L. The Mass Media: Reporting,

Writing, Editing. 2nd edition. New York: Harper & Row, 1975. 644 pp.

Offers 20 chapters on reporting, writing, and editing for both broadcasting and print media. The last 50 pages offers a handbook for journalists.

- 478 Roberts, Edward Barry. Television Writing and Selling. Boston: The Writers, Inc., 1960. 504 pp.

An excellent how-to-do-it book covering all aspects of writing for television and how to sell your television scripts.

- 479 Seldes, Gilbert. Writing for Television. Garden City, N.Y.: Doubleday, 1952. 254 pp.

This is a practical analysis of the principles and practices of successful writing for television. It provides the beginning writer with a complete professional survey of the techniques of the trade. Glossary.

- 480 Siller, Robert C. Guide to Professional Radio & TV Newscasting. Blue Ridge Summit, Pa.: TAB Books, 1972. 224 pp.

Here is a practical self-study guide especially written for those who want to get started in the fascinating and expanding field of broadcast journalism. The author discusses all the basic elements needed, then goes on to show how the pros on both local and network levels prepare for a newscast. Illustrations and index.

- 481 Taylor, Cecil P. Making a TV Play. Boston: Routledge & Kegan Paul, 1970. 96 pp.

Apart from the technical and creative problems involved in writing a television play, the author records also the processes involved in selling a play for television from the first outline submitted to its final acceptance.

- 482 Terrell, Neil. The Power of Technique of Radio-TV Copywriting. Blue Ridge Summit, Pa.: TAB Books, 1971. 224 pp.

Here is a practical handbook for active copywriters, broadcast salesmen, and students who aim for a career in broadcasting. It graphically shows how to write copy that moves and inspires listeners--copy that sells. It covers basic advertising

principles as they apply to radio. It shows how to recognize each client's prospects, then how to create copy that motivates those prospects, copy designed to move listeners to buy. Index.

- 483 Trapnell, Coles. An Introduction to Television Writing. Revised edition. New York: Hawthorn Books, 1974.

A useful book with many good hints on writing for television. Most of the examples are limited to the writing for television film.

- 484 Trapnell, Coles. Teleplay: An Introduction to Television Writing. San Francisco: Chandler Publishing Co., 1966. 245 pp.

Offers two major parts: theory (with discussion of the actor, script form, writer-director roles, character creation), and practice (covering selling of scripts, role of unions, etc.). The book stresses creative writing within the television series format.

- 485 Tyrrell, Robert. The Work of the Television Journalist. New York: Hastings House Publishers, 1972. 180 pp.

Television journalism depends on a team of talents and skills. Each member should know something about the others' problems and methods. This book describes every job, and analyzes the role of each, from the work of the writer and producer to that of the cameraman, recordist, film editor, and newscaster. Charts, glossary, illustrations, and index.

- 486 Wainwright, Charles Anthony. The Television Copywriter: How to Create Successful TV Commercials. New York: Hastings House Publishers, 1966. 318 pp.

This book is concerned with the creative aspects of television commercials. Some chapters are slightly technical. Charts, illustrations, and index.

- 487 Willis, Edgar E. Writing Television and Radio Programs. New York: Holt, Rinehart & Winston, 1967. 372 pp.

Over half is devoted to the dramatic form of radio and TV writing, doing a good job of covering its key elements, with the rest covering documentaries and news, children's programs, comedy shows,

commercials and general kinds of talk formats.  
Bibliography, illustrations, and index.

- 488 Wimer, Arthur and Dale Brix. Workbook for Radio and TV News Editing and Writing. 3rd edition. Dubuque, Iowa: William C. Brown, 1970. 350 pp.

Both text (in part one) and workbook, the latter offering news reading exercises, writing practice, and listening reports.

- 489 Wulfemeyer, K. Tim. Beginning Broadcast Newswriting: A Self-Instructional Learning Experience. Ames: Iowa State University Press, 1976. 89 pp.

This workbook features a programmed approach so that students can move at their own pace and find out how they did.

- 490 Wylie, Max. Radio Writing. New York: Rinehart & Co., 1939. (Later published under the title Radio and Television Writing, 1950.) 550 pp.

This is a textbook on how to write for radio with much illustrative material. The author has endeavored to show both the student and the interested layman what the standard practices of modern broadcasting really are. Illustrations, index, and photographs.

- 491 Wylie, Max. Writing for Television. New York: Cowles Book Co., 1970. 456 pp.

Contains 12 full scripts from recent network series programs and a lot of useful tips.

#### D. Performance

See also nos. 58, 152, 900, 972, 1075, 1095.

- 492 Duerr, Edwin. Radio and Television Acting: Criticism, Theory, and Practice. Westport, Conn.: Greenwood Press, 1972. 417 pp.

- 493 Kingson, Walter K. and Rome Cowgill. Television Acting and Directing: A Handbook. New York: Holt, Rinehart & Winston, 1965. 298 pp.

Basically a collection of scripts for practice with perhaps 40 pages of suggestions and instructions.

E. General

See also nos. 29, 33, 58, 249, 330, 346, 382, 389, 1097.

- 494 Bay, Howard. Stage Design. New York: Drama Book Specialists, 1974. 218 pp.

Good reference for all types of stage design. Useful for large-scale television productions. Illustrations.

- 495 Coombs, Charles I. Window on the World. New York: World Publishing Co., 1965. 125 pp.

Describes in a simple, clear manner how a program is put together and broadcast.

- 496 Henneke, Ben Graf and Edward S. Dumit. The Announcer's Handbook. San Francisco: Rinehart & Co., 1959. 293 pp.

This book discusses the skills required of the successful radio and/or television announcer. Bibliography, charts, illustrations, and index.

- 497 Kehoe, Vincent, Jr. The Technique of Film and Television Make-Up. Revised edition. New York: Hastings House Publishers, 1976. 280 pp.

Here is all the latest information about the advances made in compatible systems--requiring make-up to be photographed in both color and black-and-white simultaneously--that makes it possible for today's make-up to appear less like "make-up" than did the look of former foundations and procedures.

- 498 Skiles, Marlin. Music Scoring for TV & Motion Pictures. Blue Ridge Summit, Pa.: TAB Books, 1976. 266 pp.

Would-be composers and arrangers will learn what they have to know to turn out effective music scores that preserve the commercialism of the fast-paced world of TV and motion pictures, without sacrificing or unduly restraining their own artistic creativity. And the director, whose responsibility it is to amass a coherent package of story and music within an impossibly short time allotment, will learn how to use that time to produce the best possible marriage of story and score with the least possible investment of manpower and money. Illustrations and index.



- 499 Turnbull, Robert B. Radio and Television Sound Effects. New York: Rinehart & Co., 1951. 334 pp.  
Detailed discussion of various types of sound effect devices. Glossary, illustrations, index, and photographs.
- 500 Tyler, Kingdon S. Modern Radio. New York: Harcourt, Brace, 1944. 238 pp.  
A simplified and general description of both radio and television equipment and studio development during the war years, this volume provides a useful guide to the state of the art at the time. About half is devoted to each medium (with chapters on FM radio and radar included); major coverage is given to studios, microphones, tubes, antennas, receivers, the CBS system of color television, and radio's future. Illustrations, index, and photographs.
- 501 Zettl, Herbert. Sight-Sound-Motion: Applied Media Aesthetics. Belmont, Calif.: Wadsworth, 1973. 401 pp.  
In a down-to-earth approach, this book shows how to use light and shadows to present a story with clarity and impact; to use the small space of the television screen or the large movie screen to show images in motion with the greatest effectiveness; and to use sound to complement, dominate, or merge with the visual image. It also extends these elements to other media, including photography, painting, writing, and radio. Serves as a guide for both media producer and media consumer. Bibliography, glossary, illustrations, index, and photographs.

## 7. MINORITIES

See also nos. 74, 166, 291, 334, 344, 518, 546, 681, 897, 998, 1026, 1027, 1028, 1082.

- 502 Gelfman, Judith S. Women in Television News. New York: Columbia University Press, 1976. 186 pp.  
Women in Television News takes us behind the cameras, through the bureaucracy of network personnel policies, to meet the women who have "made it" in the traditionally male-dominated world of television news. Through firsthand interviews and on-the-job observations, the author divulges what she learned from 30 women newscasters about their role in television news, from general topics--such as how they got their first job or the future of women in broadcast news--to specific ones--such as salaries and the importance of physical appearance. Bibliography, charts, index, and photographs.
- 503 Klever, Anita. Women in Television. Philadelphia: Westminster Press, 1975. 142 pp.
- 504 Lewels, Francisco J., Jr. The Uses of the Media by the Chicano Movement: A Study in Minority Access. New York: Praeger, 1974. 185 pp.  
The story of how the media have served the author's fellow Mexican-Americans. Bibliography, charts, and index.

## 8. RESPONSIBILITY

See also nos. 38, 198, 204, 216, 225, 315, 323, 326, 335, 339, 358, 448, 529, 546, 548, 598, 602, 804.

- 505 **Barron, Jerome.** **Freedom of the Press for Whom? The Right of Access to Mass Media.** Bloomington: Indiana University Press, 1973. 368 pp.  
This provocative book by a noted authority on Constitutional law argues that freedom of expression is meaningless if all the important means of expression--press, television, and radio--are closed. The book chronicles the new effort throughout the country to open up the media by applying citizen group pressure, by bringing court action, and by prodding federal agencies. Bibliography and index.
- 506 **Bosmajian, Haig A., ed.** **Obscenity and Freedom of Expression.** New York: Burt Franklin & Co., 1976. 348 pp.  
Collection of the most important court decisions (Supreme Court and lower courts) on all aspects of the subjects. Bibliography and index.
- 507 **CBS and Congress: "The Selling of the Pentagon" Papers.** (Special issue of the Educational Broadcasting Review.) Washington, D.C.: National Association of Educational Broadcasters, 1971. 144 pp.  
Provides pertinent letters and hearings for students and scholars interested in Congressional hearings concerning the CBS network and the documentary "Selling of the Pentagon." Charts and illustrations.
- 508 **Cogley, John.** **Report on Blacklisting II: Radio-Television.** New York: Fund for the Republic, 1956. (Reprinted by Arno Press, 1971.)

- 509 Coons, John E., ed. Freedom and Responsibility in Broadcasting. Evanston, Ill.: Northwestern University Press, 1961. 252 pp.

This book covers three areas: 1) some of the relevant facts about broadcasting life are revealed, 2) problems of programming are analyzed, and 3) the reactions of the communications world to the real or supposed threat of governmental restraints are revealed.

- 510 Emerson, Thomas I. The System of Freedom of Expression. New York: Random House, 1970. 754 pp.

This book attempts to formulate the legal foundations for an effective system of free expression in the United States. Based on the principles underlying such a system, the dynamics of its operation, and the role of law and legal institutions in maintaining it, the author develops a comprehensive theory of the First Amendment designed to achieve a workable system attuned to present-day conditions. Index.

- 511 Ernst, Morris L. The First Freedom. New York: Macmillan, 1946. 316 pp.

Book is divided into three sections: 1) an exploration of the philosophy of freedom; 2) trends in the controls of press, radio, movies; and 3) means of reversing the monopoly trend in press, radio, and movies. Bibliography, charts, illustrations, and index.

- 512 Federal Communications Commission. Public Service Responsibility of Broadcast Licensees. Washington, D. C.: Arno Press, 1946.

Popularly known as the "Blue Book" because of its original paper cover, this now classic publication includes information of the legal basis for FCC regulation. It provides examples of programming practices, and discusses a survey of several years of the financial earnings of broadcasting that indicate the ways in which stations might be able to schedule a greater number of public service programs. The "Blue Book" continues to provide the clearest presentation of the Federal Communications Commission's attitudes about the programming standards of broadcasting stations.

- 513 Gross, Gerald, ed. The Responsibility of the Press. New York: Simon & Schuster "Clarion" Books, 1969. 416 pp.  
Offers 31 articles on all aspects of the problems of all media.
- 514 Guimary, Donald L. Citizens' Groups and Broadcasting. New York: Praeger, 1976. 171 pp.  
Deals with several selected early citizens' groups, broadcaster and government reaction to such groups, and finally provides detailed information on three current groups.
- 515 Lacy, Dan. Freedom and Communications. Urbana: University of Illinois Press, 1965. 108 pp.  
Offers a very brief overview of American media as they were in the late 1950s, concentrating on issues of freedom and censorship.
- 516 Lynch, William. The Image Industries: A Constructive Analysis of Films and Television. New York: Sheed & Ward, 1959. 159 pp.  
Discusses importance of mass media to life in America with emphasis on moral aspects.
- 517 Merrill, John C. and Ralph D. Barney, eds. Ethics and the Press: Readings in Mass Media Morality. New York: Hastings House Publishers, 1975. 338 pp.  
A collection of 35 articles about the ethical considerations and implications the media must face in reporting the news. Bibliography, charts, and index.
- 518 Rivers, William L. and Wilbur Schramm. Responsibility in Mass Communication. New York: Harper and Row, 1969. 314 pp.  
Analyzes issues such as freedom, restraint, truth, fairness, and offers a chapter on media coverage of blacks. Bibliography and index.
- 519 Routt, Ed. Dimensions of Broadcast Editorializing. Blue Ridge Summit, Pa.: TAB Books, 1974. 204 pp.  
This text tells broadcasters why they should editorialize, how to establish an editorial policy, how to develop and write forceful and effective editorials,

how to present them, and how to avoid legal complications resulting from violations of the FCC "fairness" rules.

- 520 Schramm, Wilbur. Responsibility in Mass Communication. New York: Harper & Row, 1957. 391 pp.

This is a study on the problem of responsibility in mass communication sponsored by the Federal Council of the Churches of Christ in America. The book deals with the common problems of all practitioners in the mass media by its careful analysis of the salient moral problems which they confront, and by its wealth of detailed case studies which give substance to the conclusions of the author. Bibliography, charts, and index.

- 521 Skornia, Harry J. and Jack William Kitson, eds. Problems and Controversies in Television and Radio. Palo Alto, Calif.: Pacific Books, 1968. 503 pp.

Readings by selected authors, mostly taken from unpublished speeches, statements, etc. Selections by Gunner Back and Thomas Guback are especially applicable to censorship and responsibility in broadcasting.

- 522 Stavins, Ralph L., ed. Television Today: The End of Communication and the Death of Community. Washington, D. C.: Communication Service Corp., 1971. 292 pp.

This empirical study, statistical in nature, limits itself to an examination of two criteria. First, the mandatory survey of local leaders to ascertain the needs and interest of the local community as required by the FCC; second, a statistical history of the performance of a licensee, measured against his earlier promise. Charts.

- 523 Stein, Robert. Media Power, Who Is Shaping Your Picture of the World. Boston: Houghton-Mifflin, 1972. 265 pp.

The purpose of this book is to explore media power--how it has come into existence over the past generation, how the people who exercise it have largely failed to recognize the nature of their new problems and possibilities, and how the present conflicts suggest the new values and standards that are needed for the future.

## 9. SOCIETY

### A. Role of Radio

See also nos. 4, 103, 359, 583, 605, 609, 610, 702, 703.

- 524 Bureau of Applied Social Research, Columbia University. Radio Listening in America: The People Look at Radio--Again. New York: Prentice-Hall, 1948. 178 pp.

Based on a study done under the auspices of the National Opinion Research Center to check the habits of radio listeners. Charts and index.

- 525 Marx, Herbert L., Jr. Television and Radio in American Life. New York: Wilson, 1953.

A compilation of articles dealing with the impact of the two major means of mass communications on our society, and its significance.

### B. Role of Television

See also nos. 300, 304, 332, 334, 339, 370, 382, 525, 587, 612, 707, 708, 709.

- 526 Adler, Richard, ed. Television as a Social Force: New Approaches to TV Criticism. New York: Praeger, 1975. 171 pp.

This volume includes eight original papers from a 1974 Aspen conference, taking a broad view of television's social role.

- 527 Adler, Richard and Douglass Cater, eds. Television as a Cultural Force. Palo Alto, Calif.: Aspen Institute for Humanistic Studies, 1976. 210 pp.

This book challenges old and outmoded ways of

thinking about television with some unique new approaches for both the TV critic and the TV viewer to consider. Bibliography.

- 528 Arlen, Michael J. Living Room War. New York: Viking Press, 1969. 242 pp.  
Arlen's collected writings about television from his column in the New Yorker, examining television news and other subjects.
- 529 Baker, Robert K. and Sandra J. Ball, eds. Mass Media and Violence. Washington, D. C.: Government Printing Office, 1969. 614 pp.  
Divided into three parts, the topics covered include: 1) an historic perspective, 2) the news media, and 3) television entertainment and violence. Good study of violence in the media with documented samples. Bibliography and charts.
- 530 Berger, Arthur Asa. The TV-Guided American. New York: Walker, 1976. 194 pp.  
A popular culture approach to specific entertainment shows--and what each tells about its viewers.
- 531 Bluem, A. William and Roger Manvell, eds. Television: The Creative Experience. New York: Hastings House Publishers, 1967. 328 pp.  
Included are 37 essays and dialogues by 63 leading writers, producers, directors, educators, performers, and technicians. A wide range of TV theory and practice is explored here, including the challenge of television as an outlet for serious expression, where creative pitfalls and frustrations lie, the outlook for educational TV, the impact of television on politics, and the art and techniques of TV drama. Index.
- 532 Bogart, Leo. The Age of Television. 3rd edition. New York: Frederick Ungar Publishing Co., 1972. 515 pp.  
This classic work on the social impact of television viewing habits in America extensively updates and annotates the original text. Although much has been written on the subject since the first publication in 1956, The Age of Television remains the only comprehensive survey which ties together and discusses all relevant issues. Bibliography, charts, and index.



- 533 Elliott, Philip. The Making of Television Series: A Case Study in the Sociology of Culture. New York: Hastings House Publishers, 1973. 180 pp.  
Analyzes the process of assembling a television series, focusing not on production techniques, but on program building as a sociological process of material selection, program assembly, and audience feedback.
- 534 Elliott, William Y. Television's Impact on American Culture. East Lansing: Michigan State University Press, 1956. 382 pp.  
In this book, it was the author's aim to set television, for the first time, into a frame that shows how television fits into the culture which has created it, and to explore what its possibilities are in that setting. Charts and glossary.
- 535 Gabriel, Juri. Thinking About Television. London: Oxford University Press, 1973. 143 pp.  
Attempts to describe and detail the operations of the television broadcast system within which the author worked and to discuss some of the ramifications of the influence of television on society.
- 536 Halloran, J. D.; R. L. Brown; and D. C. Chaney. Television and Delinquency. Leicester: Leicester University Press, 1970. 221 pp.  
Much popular criticism of television is reviewed, as well as varieties of conceptual approaches to survey and experimental research in the area.
- 537 Johnson, Nicholas. How to Talk Back to Your Television Set. Boston: Little, Brown, 1970. 228 pp.  
This book is intended to be instructive and interesting for the thoughtful general reader and student of the mass media and a manual for practicing pragmatists--in school or out. The author's intention was to encourage bringing more national resources of talent and creativity to bear upon the national policy questions involving broadcasting.
- 538 Mehling, Harold. The Great Time-Killer. New York: World Publishing Co., 1962. 352 pp.  
Many of the people, creative and administrative, who work in television are demoralized and embittered and want the story of television's degeneration

told in the hope that the medium can be rescued.  
Charts and index.

- 539 Milgram, Stanley and R. Lance Shotland. Television and Antisocial Behavior: Field Experiments. New York: Academic Press, 1973. 183 pp.

This book reports a pioneering study in which the experimenters have had control of the central experimental variable--the content of television programming itself. Through the cooperation of a major television network, the investigators were able to produce and air three versions--with differing antisocial content--of an episode of the popular prime time program, Medical Center. They then carried out a series of highly original field experiments designed to assess the effects of the antisocial elements in the programs on the subject population. The book is a clear and reasoned report of the history, design, and results of this research. Bibliography, charts, illustrations, index, and photographs.

- 540 Newcomb, Horace, ed. Television: The Critical View. New York: Oxford University Press, 1976. 336 pp.

Some of the best examples of the growing body of criticism that seeks to establish and define the role of television in American culture are brought together in this unique anthology. In its broadest sense a collection of humanistic criticism, it extends beyond journalistic criticism which at its best is often as ephemeral as the medium itself, and supplements the social scientific research that deals primarily with audience responses rather than with the content of television.

- 541 Simonson, Soloman. Crisis in Television: A Study of the Private Judgement in the Public Interest. New York: Living Books, 1966. 230 pp.

This book reflects the crisis in society at large. Provides some insight into the problems of commercial stations burying cultural programs in less than prime time.

- 542 Surgeon General's Scientific Advisory Committee on Television and Social Behavior. Television and Social Behavior, Volume I: Media Content and Control. Washington, D. C.: Government Printing

Office, 1972. 546 pp.

Some 300 pages on U.S. television programming as perceived by parents, the industry, and critics. Also, four long essays on program content and trends in four selected foreign countries.

### C. General

See also nos. 64, 79, 157, 164, 168, 175, 202, 266, 317, 516, 517, 518, 523, 589, 591, 597, 598, 602, 724, 732, 840.

- 543 Agee, Warren K., ed. Mass Media in a Free Society. Lawrence: University Press of Kansas, 1969. 96 pp.  
Six respected spokesmen from mass media discuss the challenges and problems to be met by newspapers, TV, motion pictures, and magazines.
- 544 Allen, Don. The Electric Anthology: Probes into Mass Media and Popular Culture. Dayton, Ohio: Pflaum, 1975. 198 pp.  
Taking a strong popular culture emphasis, the 30 selections include radio-TV, films, popular literature, and pop music.
- 545 Aronson, James. Deadline for the Media: Today's Challenges to Press, TV and Radio. Indianapolis: Bobbs-Merrill, 1973. 327 pp.  
Begins with a discussion of the (pre-Watergate) Nixon administration on the news media, then presents a good deal of data (in a favorable light) concerning the rise of the "underground" or non-establishment news sources.
- 546 Broadcasting and Social Action: A Handbook for Station Executives. Washington, D. C.: National Association of Educational Broadcasters, 1969. 77 pp.  
This handbook is a series of illustrations on what radio and television stations can affirmatively do in order to help solve our most urgent current problem--the confrontation between blacks and whites. Bibliography, charts, and illustrations.
- 547 Bulman, David, ed. Molders of Opinion. Milwaukee: Bruce, 1945. 166 pp.  
Chapters written by a well-known journalist

covering a wide range of topics dealing with mass communications and its influence on the public. Photographs.

- 548 Casty, Alan, ed. Mass Media and Mass Man. New York: Holt, Rinehart & Winston, 1968. 260 pp.  
Focuses on the media as processors and conveyors of culture and information. Provides a survey of the approaches being made and what is said about the media. There are two parts to the book: Part I, "The Mass Media and Culture" and Part II, "The Mass Media and Information." Bibliography and index.
- 549 Chaffee, Steven H. and Michael J. Petrick. Using the Mass Media: Communication Problems in American Society. New York: McGraw-Hill, 1975. 264 pp.  
Includes discussions of the American media systems, news and public information problem areas, persuasion in advertising and politics, social control of the media, and social change in and because of the media. Index.
- 550 Chaney, David. Processes of Mass Communication. New York: Herder & Herder, 1972. 187 pp.  
Offers a sociological approach that combines findings of several fields into a brief analysis of mass communications centering on participation, production, and distribution.
- 551 Christenson, Reo M. and Robert O. McWilliams, eds. Voice of the People: Readings in Public Opinion and Propaganda. New York: McGraw-Hill, 1967. 632 pp.  
Nearly 100 readings on topics such as nature of public opinion, background of public opinion, role of the press, radio-television-film, mass mind, censorship and freedom, political propaganda, advertising, etc. Index.
- 552 Clark, David G. and William B. Blankenberg. You and Media: Mass Communication and Society. San Francisco: Canfield Press (Harper & Row), 1973. 275 pp.  
Offers a 14 chapter topical (rather than media) subject division, dealing in a very basic fashion with structure and issues.

- 553 Cohen, Stanley and Jock Young, eds. The Manufacture of News: A Reader. Beverly Hills, Calif.: Sage, 1973. 383 pp.  
An investigation into an area of public concern which contains much valuable material for sociologists, psychologists, criminologists, social workers, students, teachers, and all those at the receiving end of mass communications. Bibliography and illustrations.
- 554 De Fleur, Melvin L. and Sandra Ball-Rokeach. Theories of Mass Communication. 3rd edition. New York: David McKay, 1975. 304 pp.  
In this completely revised and updated version, the authors discuss the impact that the introduction of each new medium has had on Western civilization. New sections include the effects of television violence on children and on media in the future; also included is a section in which the authors formulate an integrated theory on the effects of mass media on society. Index.
- 555 Dennis, Everette E. and William L. Rivers. Other Voices: The New Journalism in America. San Francisco: Canfield Press (Harper & Row), 1973. 218 pp.  
Offers material on modern muckraking, journalism reviews, advocacy, counter-culture press, alternative broadcasting, in-depth research, etc.
- 556 Donner, Stanley T., ed. The Meaning of Commercial Television: The Texas-Stanford Seminar. Austin: University of Texas Press, 1967. 157 pp.  
This is basically a collection of nine speeches homogenized by the editor into a high-octane distillate of contemporary criticism, defense, and apologetics of the medium.
- 557 Gerbner, George; Larry P. Gross; and William H. Melody, eds. Communications Technology and Social Policy: Understanding the New "Cultural Revolution". New York: John Wiley, 1973. 573 pp.  
Covers such topics as communications and computers, broadcasting technologies, communications satellites, CATV, etc. Charts.
- 558 Glessing, Robert J. and William P. White. Mass

Media: The Invisible Environment. Chicago: Science Research Associates, 1973. 314 pp.

This collection of essays and articles represents a trip through that information-heavy environment in the hope that when the journey is completed the reader will be better able to control and utilize information from the media rather than be manipulated by it. Charts, illustrations, index, and photographs.

- 559 Greenberg, Bradley S. and Brenda Dervin. Use of Mass Media by the Urban Poor. New York: Praeger, 1970. 251 pp.

This book presents an overview of the communication behavior of the poor with particular emphasis on mass communication behaviors. Purpose is to give the poverty practitioner and the social scientist a realistic picture of the communication behaviors of the poor. Bibliography.

- 560 Greenberg, Bradley S. and Edwin B. Parker, eds. The Kennedy Assassination and the American Public: Social Communication in Crisis. Stanford, Calif.: Stanford University Press, 1965. 392 pp.

A compilation of responses concerning the assassination of John F. Kennedy, how the mass media reported the news, and how people generally learned and responded to the news. There is a summation of social research findings. Charts and index.

- 561 Hall, Stuart and Paddy Whannel. The Popular Arts: A Critical Guide to the Mass Media. Boston: Beacon Press, 1964. 480 pp.

An attempt at a teacher-oriented guide to critical media appreciation with chapters on the various media and major content themes and including some specific mentions of American practice.

- 562 Jacobs, Norman, ed. Culture for the Millions? Mass Media in Modern Society. Princeton, N.J.: D. Van Nostrand Co., 1961. 200 pp.

Reports on a symposium on culture and the mass media. Participants consisted of historians, philosophers, and artists. Although papers were to deal with mass culture in general, mass media was emphasized with television receiving a major share.

- 563 Jennings, Ralph M. and Pamela Richard. How to Protect Your Rights in Television and Radio. New York: Office of Communication, United Church of Christ, 1974. 167 pp.
- 564 Keogh, James. President Nixon and the Press. New York: Funk & Wagnalls, 1972. 212 pp.  
The author, a former special assistant to Nixon, reports on the intensive efforts of the Nixon Administration to combat biased news coverage and get its side of the story to the American public. Index.
- 565 McLuhan, Marshall and Quentin Fiore. The Medium Is the Massage: An Inventory of Effects. New York: Bantam Books, 1967. 159 pp.  
Reveals how the medium, or process, of our time-electric technology is reshaping and restructuring patterns of social interdependence and every aspect of your personal life. Illustrations and photographs.
- 566 Mendelsohn, Harold. Mass Entertainment. New Haven, Conn.: College & University Press, 1966. 203 pp.  
A sociologically oriented discussion into the pleasure and entertainment role of mass media which strongly defends that role in the face of existing criticism.
- 567 Merrill, John C. and Ralph L. Lowenstein. Media, Messages and Men: New Perspectives in Communication. New York: David McKay, 1971. 293 pp.  
Explores topics like the role of news and opinion media, the media audience, and ethics and controls in news media. The book seeks to explore criticism of the press (meaning all media) while providing a conceptual background and viewpoints of its own. Bibliography and index.
- 568 Pember, Don R. Mass Media in America. Chicago: Science Research Associates, 1974. 380 pp.  
Twelve chapters discussing the role of media in society including media history, newspapers, radio, television and film, and material on regulation, economics and organization, and media effects. Bibliography, index, and photographs.

- 569 Rivers, William L.; Peterson, Theodore; and Jensen, Jay W. The Mass Media and Modern Society. 2nd edition. San Francisco: Rinehart & Co., 1971. 342 pp.

Although the authors write primarily about the mass media, they find it necessary to take account of the broad context in which the media operate. Their conviction is that the condition of the world affects the media and is affected by the media. Bibliography and index.

- 570 Rosenberg, Bernard and David M. White, eds. Mass Culture: The Popular Arts in America. Glencoe, Ill.: Free Press, 1957. 561 pp.

This volume draws together the insights of 51 observers commonly concerned with the social effects of the media on American life. Bibliography.

- 571 Sandman, Peter M.; David M. Rubin; and David B. Sachsman. Media: An Introductory Analysis of American Mass Communications. 2nd edition. Englewood Cliffs, N.J.: Prentice-Hall, 1976. 483 pp.

The basic question which the authors are attempting to answer is: What are the effects of the forms, practices, habits, and biases of the media today? It is written for the general consumer of the mass media. Bibliography, charts, and index.

- 572 Schiller, Herbert I. The Mind Managers. Boston: Beacon Press, 1973. 214 pp.

The author asks: Why and how does the massive knowledge industry--recreation and entertainment, polling, advertising, publishing, TV, and radio--use our beliefs in freedom, individual choice, and objectivity in influencing if not creating our attitudes and behavior? Bibliography, charts, and index.

- 573 Schmidt, Benno C. Freedom of the Press vs. Public Access. New York: Aspen/Praeger, 1976. 296 pp.

This book is divided into four parts: 1) treating access to the media generally, 2) access in defamation and "public forum" cases, 3) access to broadcasting and cable, and 4) the future of access theory in light of the Tornillo decision.



- 574 Schwartz, Barry N., ed. Human Connection and the New Media. Englewood Cliffs, N.J.: Prentice-Hall, 1973. 179 pp.  
Covers many facets of communication, relating the process to the new technological developments of cable, videotape, and cybernetics.
- 575 Seldes, Gilbert. The New Mass Media: Challenge to a Free Society. Washington, D.C.: Public Affairs Press, 1968. 100 pp.  
In this volume the author guides adult groups in exploring the new mass media--their implications for the individual and the free society. Ranging over the content, effects, and social control of television, radio, and motion pictures, he raises critical issues for study and discussion. Bibliography.
- 576 Stanley, Robert H. and Charles S. Steinberg. The Media Environment: Mass Communications in American Society. New York: Hastings House Publishers, 1976. 281 pp.  
From I Love Lucy's pregnancy to Maude's abortion, from the National Association of Broadcasters television code to the allegedly indecent broadcast of a George Carlin album cut, Messrs. Stanley and Steinberg have pieced together the people, corporations, events, and law that shaped the mass media. Bibliography and index.
- 577 Steinberg, Charles S., ed. Mass Media and Communication. 2nd edition. New York: Hastings House Publishers, 1972. 686 pp.  
Excellent book on the development of how the media and mass communications both serve and reflect society. Thought provoking readings in this new and enlarged edition. Bibliography and index.
- 578 Voelker, Francis H. and Ludmilla A. Voelker, eds. Mass Media: Forces in Our Society. 2nd edition. New York: Harcourt, Brace, Jovanovich, 1975. 431 pp.  
Contains five mini-studies of media coverage. Bibliography and illustrations.
- 579 Wells, Alan, ed. Mass Media and Society. 2nd edition. Palo Alto, Calif.: Mayfield Publishing, 1975. 412 pp.

This new edition contains some 20 new selections.  
Good anthology on social impact of the mass media.

- 580 White, David Manning and Richard Averson, eds. Sight, Sound, and Society--Motion Pictures and Television in America. Boston: Beacon Press, 1968. 466 pp.

An investigation of the ways by which American society communicates with itself. The book consists of essays written by producers, writers, professional critics, educators, and government officials. The contributors are concerned with both motion pictures and television and their impact upon the lives of all of us. Index.

- 581 Whitney, Frederick C. Mass Media and Mass Communications in Society. Dubuque, Iowa: William C. Brown, 1975. 474 pp.

Each of the mass media is examined in the light of its historical development, relationship to other media, and its effect on the audience. Bibliography, illustrations, and index.

- 582 Wright, Charles R. Mass Communications: A Sociological Perspective. 2nd edition. New York: Random House, 1975. 179 pp.

This book should serve as an important reminder that there is far more to the mass communications process than a simple linear relationship between a source, a message, a medium, and a recipient. Wright offers a pastiche of sociological variables that are to be taken into account in the exploration of the mass communication process. Bibliography.

## 10. CRITICISM

### A. Radio

See also nos. 235, 403.

- 583 Williams, Albert N. Listening: A Collection of Critical Articles on Radio. Denver, Colo.: University of Denver Press, 1948. 152 pp.  
Series of essays on the radio medium concerning the materials, programming, commercials, etc.

### B. Television

See also nos. 283, 296, 300, 302, 311, 312, 342, 398, 526, 527, 536, 537, 538, 540, 621, 939.

- 584 Ellison, Harlan. The Glass Teat: Essays of Opinion on the Subject of Television. New York: Ace Books, 1970; 317 pp. and The Other Glass Teat. New York: Pyramid Books, 1975; 397 pp.  
Collected anti-establishment television criticism by the Los Angeles Free Press critic.
- 585 Hazard, Patrick D., ed. TV as an Art: Some Essays on Criticism. Champaign, Ill.: National Council of Teachers of English, 1966. 160 pp.  
Discussion of dramatic, musical, and other program formats in the arts.
- 586 Miles, Betty. Channeling Children: Sex Stereotyping in Prime-Time TV. Princeton, N.J.: Women on Words and Images, 1975.
- 587 Skornia, Harry J. Television and Society: An Inquest and Agenda for Improvement. New York: McGraw-Hill, 1965. 268 pp.

Although the most essential portion of this study is the recommendations to which it leads, early sections provide an examination of what appear to be persistent, recurring, and critical weaknesses in our broadcasting. Index.

- 588 Sopkin, Charles. Seven Glorious Days, Seven Fun-Filled Nights. New York: Simon & Schuster, 1968. 241 pp.

One man's somewhat cynical report of a solid week of viewing the New York television channels (all seven of them)--what he saw and what he thought about what he saw.

### C. General

See also nos. 285, 331, 383, 492, 545, 556, 558, 561, 562, 565, 567, 569, 575, 1033, 1059.

- 589 Finkelstein, Sidney. Sense and Nonsense of McLuhan. New York: International Publishers, 1968. 122 pp.

An interesting and revealing book about Marshall McLuhan, referred to in the text as the brilliant prophet of our time. Describes, discusses, and questions McLuhan's "media revolution."

- 590 Geller, Henry. A Modest Proposal to Reform the Federal Communications Commission. Santa Monica, Calif.: Rand Corp., 1974.

- 591 Guimary, Donald L. Citizens' Groups and Broadcasting. New York: Praeger, 1975.

- 592 Howitt, Dennis and Guy Cumberbatch. Mass Media Violence and Society. New York: Halstead Press/Wiley, 1975. 167 pp.

The central theme of this book is that the mass media do not have any significant effect on the level of violence in society. Index.

- 593 Hulteng, John L. and Roy P. Nelson. Fourth Estate: An Informal Appraisal of the News and Opinion Media. New York: Harper & Row, 1971. 356 pp.

Seeks to explore criticism of the press (meaning all media) while providing a conceptual background and viewpoints of its own. Illustrations and index.

- 594 Hunt, Todd. Reviewing for the Mass Media. Philadelphia: Chilton Books, 1972. 190 pp.  
Deals with the whys and wherefores of reviewing. Deals with book, movie, film, TV, and other kinds of reviews, discussing writing and content. Bibliography.
- 595 Larsen, Otto N., ed. Violence and the Mass Media. New York: Harper & Row, 1968. 310 pp.  
Contains some 30 articles on all aspects of media violence. Index.
- 596 Lippmann, Walter. Public Opinion. New York: Macmillan, 1961. 425 pp.  
Discusses the formulation of public opinion and argues for public opinion to be developed for mass communication instead of being formed by the media. Index.
- 597 Merrill, John C. The Imperative of Freedom: A Philosophy of Journalistic Autonomy. New York: Hastings House Publishers, 1974. 228 pp.  
Professor Merrill presents in this study a cheerless assessment of media in the United States.
- 598 National Citizens Committee for Broadcasting. Demystifying Broadcasting. Washington, D. C.: NCCB, 1974.
- 599 Rubin, Ronald I. The Objectives of the U.S. Information Agency: Controversies and Analysis. New York: Praeger, 1968. 251 pp.  
Provides an in-depth discussion of USIA objectives as seen by Congress, the Executive Branch, and in USIA itself.
- 600 Shayon, Robert Lewis. Open to Criticism. Boston: Beacon Press, 1971. 324 pp.  
Unique self-analysis of the then-critic for Saturday Review. Includes many of his columns, the background of their writing, and his latest reaction to it all.
- 601 Smith, Robert R. Beyond the Vast Wasteland: The Criticism of Broadcasting. Falls Church, Va.: Speech Communication Association, 1976. 105 pp.  
Explores the aims and varieties of criticism in

general and then turns to criticism of broadcasting, reviewing the role of criticism in public policy and the criteria for evaluating broadcasting.

- 602 Steinberg, Charles H., ed. Broadcasting: The Critical Challenges. New York: Hastings House Publishers, 1974. 320 pp.

## 11. PUBLIC BROADCASTING

### A. Public Radio

See also nos. 97, 650, 906.

- 603 Harrison, Margaret. Radio in the Classroom. New York: Prentice-Hall, 1937. 260 pp.  
This book offers suggestions to those concerned with the classroom use of radio. It is designed to help supervisors, principals, and teachers make use of programs broadcast throughout the country. Bibliography and index.
- 604 Herzberg, Max J., ed. Radio and English Teaching: Experience, Problems, and Procedures. New York: D. Appleton-Century Co., 1941. 246 pp.  
Gives examples of radio in education, English literature, and a bibliography of publications. Bibliography and index.
- 605 Hill, Frank Ernst. Tune In for Education. New York: National Committee on Education by Radio, 1942. 109 pp.  
General summation of events in which the National Committee on Education by Radio had participated during the 11 years of its existence.
- 606 Koon, Cline M. The Art of Teaching by Radio. U.S. Office of Education Bulletin No. 4. Washington, D. C.: Government Printing Office, 1933. 32 pp.  
Describes techniques used to teach by radio. Bibliography.
- 607 Land, Herman W., Associates. The Hidden Medium: A Status Report on Educational Radio in the United States. Washington, D. C.: National Association

of Educational Broadcasters, 1967. 143 pp.

Covers all aspects of the field including station organization, the relationship of stations to their communities, data regarding the areas served by educational stations, the means by which stations determine listeners' needs and promote station activities, present and future budgetary requirements and sources of financing, technical details concerning station equipment and operating facilities, personnel, etc. Charts.

- 608 Lazarsfeld, Paul F. Radio and the Printed Page. New York: Duell, Sloan & Pearce, 1940 (reprinted by Arno Press, 1971). 354 pp.

Deals with the educational aspects of radio, listener research, and effects of radio on the reading of newspapers. Charts and index.

- 609 Milam, Lorenzo W. Sex and Broadcasting: A Handbook on Starting Community Radio Stations. 2nd edition. Saratoga, Calif.: Dildo Press, 1972. 352 pp.

Within its pages this book offers a cheap and dirty guide to obtaining a non-commercial radio license and putting a station on the air, with excursions into programming, the general state of the world, and advanced messing with the FCC.

- 610 Post, Steve. Playing in the FM Band. New York: Viking Press, 1974. 230 pp.

An insider's account of his experience with Pacifica's New York station, WBAI-FM.

- 611 Willey, Roy DeVerl and Helen Ann Young. Radio in Elementary Education. Boston: D. C. Heath & Co., 1948. 450 pp.

Emphasizes the social impact of radio on children and suggests ways in which this "new medium" can be utilized in the classroom. Bibliography, illustrations, index, and photographs.

#### B. Public Television

See also nos. 38, 531, 640, 695, 905, 907.

- 612 Blakely, Robert J. The People's Instrument: A



Philosophy of Programming for Public Television. Washington, D. C. : Public Affairs Press, 1971. 179 pp.

The author has captured the essence of public broadcasting's purpose and goals. He has set forth its historical background and endeavored to give direction to its future. He has truly specified "the people's instrument" for the future use of all Americans. He has demonstrated that the message must be the message if the great potential of these media for the improvement of the quality of American life is to be realized.

- 613 Carnegie Commission on Educational Television. Public Television: A Program for Action. New York: Harper & Row, 1967. 254 pp.  
This is a broadly conceived study of non-commercial television conducted by the Commission. Attention is focused principally on community-owned channels and their services to the general public. Lines along which non-commercial television stations might most usefully develop in the years ahead are recommended. Charts and illustrations.
- 614 Katzman, Natan. One Week of Public Television No. 7: April, 1972. Washington, D. C. : Corporation for Public Broadcasting, 1972.
- 615 Koenig, Allen B. and Ruane B. Hill, eds. The Farther Vision: Educational Television Today. Madison: University of Wisconsin Press, 1967. 371 pp.  
Explores those significant elements that constitute ETV and puts them into perspective. Index.
- 616 Lee, S. Young and Ronald J. Pedone. Summary Statistics of Public TV Licensees, 1972. Washington, D. C. : Corporation for Public Broadcasting, 1973.  
Provides information on programming, ownership, costs of operation, employment, etc. Charts.
- 617 Lyle, Jack. The People Look at Public Television: 1974. Washington, D. C. : Corporation for Public Broadcasting, 1975. 66 pp.
- 618 Macy, John, Jr. To Irrigate a Wasteland: The Struggle to Shape a Public Television System in the United States. Berkeley: University of California

Press, 1974. 186 pp.

Good description of the establishment of a public television system in the U.S. Appendix offers examples of the law establishing public broadcasting, growth patterns of public stations, costs, etc. Charts, glossary, and index.

- 619 National Association of Educational Broadcasters. The Needs of Education for Television Channel Allocations. Washington, D. C. : U.S. Government Printing Office, 1962. 181 pp.

This report is based on a study designed specifically to bring into focus the national picture of television facilities for educators that will be needed during the next decade. Charts, illustrations, and index.

- 620 Powell, John Walker. Channels of Learning: The Story of Educational Television. Washington, D. C. : Public Affairs Press, 1962. 178 pp.

As President of the Fund for Adult Education, created by the Ford Foundation, the author was given the mission of finding out how educational television could be brought into being, how its policies could be developed, how new people could be found and trained, how adequate programs could be produced, and how its support could be assured. This is the story of that mission. Bibliography, charts, glossary, and index.

- 621 Powledge, Fred. Public Television: A Question of Survival. Washington, D. C. : Public Affairs Press, 1972. 46 pp.

This brief report looks at the controversy over how, or whether, federal money shall support a free medium of communication.

- 622 Schramm, Wilbur, ed. The Impact of Educational Television. Urbana: University of Illinois Press, 1960. 247 pp.

Based on 50 research grants dealing with scientific inquiries into attitudes, motivations, audience composition, audience size, viewing habits, presentational patterns, attitude change, and learning--all relating to educational television. Bibliography and charts.

- 623 U. S. Department of Health, Education, and Welfare. Educational Television: The Next Ten Years. Washington, D. C. : Government Printing Office, 1965. 375 pp.

First published by the Institute for Communication Research at Stanford. Interesting look into the future of educational television as seen by the experts in 1965. Bibliography, charts, illustrations, and photographs.

### C. Instructional Television

See also nos. 369, 434, 650, 684, 689, 692, 710, 716, 717, 718, 873.

- 624 Adkins, Edwin P., ed. Television in Teacher Education. Washington, D. C. : American Association of Colleges of Teacher Education, 1960. 72 pp.

This report reflects the efforts of the A. A. C. T. E. to bring to the attention of institutions affiliated with the A. A. C. T. E. some of the possibilities of television for the education of teachers, for college instruction in general, and for public schools. Glossary and illustrations.

- 625 Burke, Richard C., ed. Instructional Television: Bold New Venture. Bloomington: Indiana University Press, 1971. 145 pp.

Offers eight chapters by as many writers, most of which view the role of instructional television administrators and programmers on the elementary and secondary level.

- 626 Callahan, Jennie. Television in School, College, and Community. New York: McGraw-Hill, 1953. 339 pp.

This book deals in detail with the problems of educational television programming. Provides a factual and extensive record of educational television and shows how elementary, secondary schools, and higher education are using television in education. Bibliography, index, and photographs.

- 627 Carlisle, D. B. College Credit Through TV: Old Idea, New Dimensions. Lincoln, Neb. : Great Plains National Instructional Television Library,

1974. 200 pp.

Provides an overview of instructional television with a chapter of history and a lengthy analysis of current programs and administrative trends in this area.

- 628 Cassirer, Henry R. Television Teaching Today. Paris: UNESCO, 1960. 267 pp.

Part I deals with ETV in the United States. It reports on and discusses how ETV is being used around the country and the costs involved for equipment (although these costs are somewhat dated). Part II looks at ETV in other countries. Bibliography, charts, illustrations, and photographs.

- 629 Clarke, Beverly. Graphic Design in Educational Television. New York: Watson-Guptill, 1974. 96 pp.

A guide to graphic design for educational television with many examples written from a British point of view. Illustrations.

- 630 Cook, Thomas D., et al. "Sesame Street" Revisited. New York: Russell Sage Foundation (Basic Books), 1975. 410 pp.

An extensive re-examination of the data gathered by the Educational Testing Service and others during the earlier evaluations.

- 631 Costello, Lawrence F. and George N. Gordon. Teach with Television: A Guide to Instructional TV. 2nd edition. New York: Hastings House Publishers, 1965. 192 pp.

This book deals with a non-technical viewpoint, the entire spectrum of instructional television from planning the studio to evaluating the results. The equipment used in ETV is described. Bibliography, glossary, illustrations, index, and photographs.

- 632 Diamond, Robert M., ed. A Guide to Instructional Television. New York: McGraw-Hill, 1964. 304 pp.

This book is a collection of articles describing the methods used by schools in applying ETV. Both single room TV and the TV studio are considered. The equipment used and problems encountered in each system are discussed. Bibliography, glossary, illustrations, index, and photographs.

- 633 Gattegno, Caleb. Towards a Visual Culture: Educating Through Television. New York: Outerbridge & Dienstfrey, 1969. 117 pp.  
The author outlines a series of specific programs for preschool children, including a way to teach them reading so that they could "probably master ... the English language in a few weeks of viewings at the rate of half an hour per day." Illustrations.
- 634 Gibson, Tony. The Use of ETV: A Handbook for Students and Teachers. London: Hutchinson Educational, 1970. 127 pp.  
Offers brief administrative and programming guidelines.
- 635 Gordon, George N. Classroom Television: New Frontiers in ITV. New York: Hastings House Publishers, 1970. 248 pp.  
Classroom Television explores the strange past of television teaching at the hands of broadcasters, educators, foundation and government officials, and publicists. Dr. Gordon concludes that, while broadcast ITV faces a dubious future, increasing use of videotape, pre-recorded and inexpensively produced local TV lessons should become indispensable teaching tools during the next 25 years. Bibliography, charts, glossary, illustrations, and index.
- 636 Gordon, George N. and Irving A. Falk. Videocassette Technology in American Education. Englewood Cliffs, N.J.: Educational Technology Publications, 1972.  
This book is concerned with the possible interactions between emerging videocassette technology and emerging patterns of education.
- 637 Griffith, Barton L. and Donald W. MacLennan, eds. Improvement of Teaching by Television. Columbia: University of Missouri Press, 1964. 238 pp.  
The University of Missouri and the Instructional Division of the NAEB sponsored a conference at the University of Missouri in 1964. The resulting papers are contained in this book and are frank assessments of the status of instructional television, made by administrators, television specialists, and teachers at every level of education. Index.

- 638 Hancock, Alan. Planning for ETV: A Handbook of Educational Television. New York: Humanities Press, 1972. 263 pp.

Offers a British view with some detail on the general role of instructional television, its applicability in all kinds of systems (from single classrooms to schools, colleges, districts, cities, states, and countries), organization and operation, and recent technical developments. Illustrations.

- 639 Hilliard, Robert L. and Hyman H. Field. Television and the Teacher. New York: Hastings House Publishers, 1976.

This handbook is designed to help use television effectively in the classroom. It provides an overview for the administrator and the communications student who wants to find out in basic, broad terms what it is all about.

- 640 Lewis, Philip. Educational Television Guidebook. New York: McGraw-Hill, 1961. 238 pp.

This book is unique in approach and scope and is a non-technical guidebook offering a wealth of data and information covering the field of educational and instructional television. Bibliography, charts, glossary, illustrations, and index.

- 641 Meaney, John W. Televised College Courses: A Report About the College Faculty Releases Time-Program for Television Instruction. New York: Fund for the Advancement of Education, 1962. 88 pp.

This report is based primarily on field interviews which the author had with administrators and faculty members of colleges and universities on various studies of student results and reactions to telecourses and two days of intensive discussions at a conference held in Austin, Texas. Charts, illustrations, and photographs.

- 642 Moir, Guthrie, ed. Teaching and Television: ETV Explained. Oxford, England: Pergamon Press, 1967. 170 pp.

Purpose of this work was to build up a comprehensive picture of the achievements of ETV and to survey the growth points along with some of the problems which have arisen and are likely to arise. Bibliography.

- 643 Murphy, Judith and Ronald Gross. Learning by Television. New York: Fund for the Advancement of Education, 1966. 95 pp.

In this book the authors have examined television's role in instruction. They convey the diversity of effort in this field, how the medium works, what the leading practitioners and critics think and feel about its achievements and failures, and what the future may hold. They have focused not on television but on education.

- 644 Schramm, Wilbur, ed. Quality in Instructional Television. Honolulu: University of Hawaii Press, 1973. 226 pp.

A collection which focuses on perceptions of instructional television quality. Emphasis is on how broadcasters and effects researchers can aid one another in determining the value of ITV programs.

#### D. General

See also nos. 28, 80, 776, 782, 788, 791, 800, 806, 807, 813, 817, 820, 857, 886, 888, 908, 909, 930, 946, 947, 948, 949, 950, 951, 952, 1076.

- 645 Advisory Council of National Organizations. Public Broadcasting and Education. Washington, D. C.: ACNO, 1975. 114 pp.

Report of four Task Forces who identified 11 major goals for public broadcasting with specific action proposals. Charts and photographs.

- 646 Cater, Douglass and Michael J. Nyhan, eds. The Future of Public Broadcasting. New York: Praeger, 1976. 392 pp.

Comprehensive series of 18 essays analyzing a wide variety of problems in public broadcasting.

- 647 Cater, Douglass and Michael Nyhan, eds. Public Television: Towards Higher Ground. Palo Alto, Calif.: Aspen Institute Program on Communications and Society, 1975. 70 pp.

Discusses an overview of public broadcasting, programming, the station program cooperative, and program rights in public broadcasting.

- 648 Kurtz, Edwin B. Pioneering in Educational Television: 1932-39. Ames: State University of Iowa Press, 1959. 166 pp.

A limited edition volume, this explains the development of Iowa educational TV operation W9XK which from 1932-1939 used the mechanical (spinning disk) system of TV to broadcast programs into schools. Very useful today for details on operations of an early TV station, and for early educational applications. Illustrations and photographs.

- 649 Levenson, William B. and Stasheff, Edward. Teaching Through Radio and Television. Revised edition. New York: Rinehart & Co., 1952. 560 pp.

The purpose of this book is twofold: the improvement of school broadcasting and the encouragement of more effective use of educational programs. This book has been written to stimulate the imagination and to create a thorough knowledge of the working implements--radio and TV. Bibliography, illustrations, index, and photographs.

- 650 Nyhan, Michael J., ed. The Future of Public Broadcasting. New York: Praeger, 1976. 372 pp.

Offers 15 original papers on such things as the stations, the next decade in public radio, instructional television, the funding of public television, the myth of public involvement, PTV audiences, audience and program research, program funding and the SPC, and the production process.

- 651 Tressel, George W., et al. The Future of Educational Telecommunication: A Planning Study. Lexington, Mass.: D. C. Heath Co., 1975. 126 pp.



## 12. AUDIENCE

### A. Radio

See nos. 231, 233, 287, 345, 524, 608, 702, 703, 704, 705.

### B. Television

See also nos. 347, 398, 530, 532, 533, 549, 617, 622, 749, 765, 899.

- 652 Bower, Robert T. Television and the Public. New York: Holt, Rinehart & Winston, 1973. 205 pp.  
This book gives an overview of the broad changes in attitude toward television as compared to a previous survey conducted ten years earlier. The television audience, viewing habits, and programming are evaluated. Charts.
- 653 Fischer, Edward. The Screen Arts: A Guide to Film and Television Appreciation. New York: Sheed & Ward, 1960. 184 pp.  
The author explains many standards for motion pictures and for television and hopes that the book may lead the reader to a deeper appreciation of the good and the best in movies and television. Bibliography.
- 654 Kuhns, William. Why We Watch Them: Interpreting TV Shows. New York: Benzinger, 1970. 209 pp.  
Analysis of program genres and specific shows current at the time of publication, relating characters and plot to their appeal for viewers.
- 655 Steiner, Gary A. The People Look at Television: A Study of Audience Attitudes. New York: Knopf,

1963. 422 pp.

The emphasis in this study is on the attitudes and feelings associated with the television set and what is on it. The authors believe that an empirical reading on such feelings and attitudes is of intrinsic interest to the student of mass communications, and certainly relevant to informed and productive discussion of the issues. Charts and illustrations.

- 656 Surgeon General's Scientific Advisory Committee on Television and Social Behavior. Television and Growing Up: The Impact of Televised Violence. Washington, D.C.: Government Printing Office, 1972. 279 pp.

Summarizes one of the biggest research programs on the effects of television violence.

### C. General

See also nos. 83, 324, 331, 364, 428, 558, 565, 567, 580, 581, 591, 650, 772, 925, 1062.

- 657 Bennett, Robert W. A Lawyer's Sourcebook: Representing the Audience in Broadcast Proceedings. New York: United Church of Christ, 1974.
- 658 Lichty, Lawrence W. Broadcast Program and Audience Analysis and Workbook. Madison, Wisc.: American Printing & Publishing Co., 1975. 150 pp.  
Comes in two parts: a reader and a related workbook. The emphasis here is on program content and appeals, and on audience research and ratings and other means of measuring program effectiveness. The workbook assignments provide forms and other means of putting the reader ideas to work.
- 659 Prowitt, Marsha O. Guide to Citizen Action in Radio and Television. New York: United Church of Christ, 1971.
- 660 Seiden, Martin H. Who Controls the Mass Media? Popular Myths and Economic Realities. New York: Basic Books, 1975. 246 pp.  
Seiden suggests that the audience, not the so-called media barons, really control what they see,

hear, and read. This long-time media consultant deals with ownership, advertising, money, and control in American media.

- 661 Seldes, Gilbert. The Great Audience. New York: Viking Press, 1951. 299 pp.  
An investigation into the audiences of various media, including movies, radio, television, etc.
- 662 Singer, Benjamin D. Feedback and Society: A Study of the Uses of Mass Channels for Coping. Lexington, Mass.: Lexington Books, 1973. 124 pp.  
Offers the first book-length study of that segment of the media audience which responds or "feeds back" reaction to media institutions. Based on early 1970s research in Canada, this book provides details on both audience make-up and media content tailoring to feed back (talk shows, letters to the editor, etc.). Bibliography, charts, and index.
- 663 Smith, Anthony. The Shadow in the Cave: The Broadcaster, His Audience, and the State. Urbana: University of Illinois Press, 1974. 351 pp.  
Tensions between broadcasters, politicians, and the vast audience which they share have greatly increased in recent years. In the first book to examine the real basis of the present world-wide controversy over fairness, access, and control in broadcasting, Anthony Smith discusses the causes of these tensions, showing how the controversy finds its roots in the very origins of mass society and the role of culture within such societies. Bibliography and index.
- 664 Trenaman, J. M. Communication and Comprehension. New York: Humanities Press, 1968. 212 pp.  
An ambitious and awesome investigation into the effects of television, radio, and print media upon listener comprehension.

### 13. CABLE TELEVISION

#### A. History

- 665 Cable Television: A Message About the Medium. University Park: Continuing Education Services, The Pennsylvania State University, no date. 47 pp.

Discusses the history, technical aspects, and future of cable television. Charts, illustrations, and photographs.

- 666 Phillips, Mary. CATV: A History of Community Antenna Television. Evanston, Ill.: Northwestern University Press, 1972. 209 pp.

Part I focuses on early CATV time and is essentially a detailed account of one representative system in Astoria, Oregon; Part II focuses on federal, state, and municipal regulations; and Part III on the future of CATV and federal, state, and municipal regulations. Bibliography and index.

- 667 Smith, Ralph Lee. The Wired Nation--Cable TV: The Electronic Communications Highway. New York: Harper & Row, 1972. 128 pp.

Based on the author's well-received lengthy magazine treatment of cable in 1970, now updated to include the new FCC rules. Offers essentially an historical view of developments to date.

- 668 Townsend, George R. and J. Orrin Marlowe. Cable: A New Spectrum of Communications. Spectrum Communications, Inc., 1974. 102 pp.

Short comprehensive coverage of the development of cable television including the struggle for franchising. Government regulations and pay TV.

B. Regulation

See also nos. 167, 170, 205, 666, 667, 668, 681, 696, 842, 990, 1021.

- 669 Cable Communications and the States. Albany: New York State Senate, 1975. 487 pp.  
Presents analysis of legal, statistical, and policy matters bearing on state involvement in cable.
- 670 Johnson, Leland L. and Michael Botein. Cable Television: Process of Franchising. Santa Monica, Calif.: Rand Corp., 1973. 85 pp.
- 671 LeDuc, Don R. Cable Television and the FCC: A Crisis in Media Control. Philadelphia: Temple University Press, 1973.  
Early chapters of the book are devoted to an examination of the Federal Radio Act, the 1934 Communications Act, and the FCC's early broadcast policies. The author then turns to the development of cable and the FCC's regulatory response to that development.
- 672 Park, Rolla Edward, ed. The Role of Analysis in Regulatory Decision-making: The Case of Cable Television. Lexington, Mass.: Lexington/Heath, 1973. 144 pp.  
Gives a series of brief original papers showing how cable groups--broadcasters, the public, the FCC, academics, and economists--visualize the likely impact and role of cable in the near future.
- 673 Seiden, Martin H. Cable Television U.S.A.: An Analysis of Government Policy. New York: Praeger, 1972. 252 pp.  
This study is an analysis and detailed description of how the Federal Communications Commission has altered the concept of governmental regulations by involving itself unnecessarily in the innermost workings of a minor part of the communications industry --cable television (CATV). Charts.

C. Public Access

See also nos. 573, 691, 696.

- 674 Bretz, Rudy. Handbook for Producing Educational and Public-Access Programs for Cable Television. Englewood Cliffs, N.J. : Educational Technology Publications, 1976. 160 pp.  
Provides the basic knowledge needed to begin "do-it-yourself" television on the educational and public-access channels provided by local cable system operators. Bibliography, glossary, and index.
- 675 Cable Television Information Center. Local Government Uses of Cable Television. Washington, D. C. : Cable Television Information Center, 1974. 66 pp.  
Discusses uses that local governments can make of cable television, with primary emphasis on utilization of the government access channel mandated by the FCC's 1972 cable TV rules.
- 676 Dordick, Herbert S. and Jack Lyle. Access by Local Political Candidates to Cable Television: A Report of an Experiment. Santa Monica, Calif. : Rand Corp., 1971. 26 pp.
- 677 Gillespie, Gilbert. Public Access Cable Television in the United States and Canada. New York: Praeger, 1975. 172 pp.  
Surveys the individual and collective responses of major North American metropolitan governments to the decree or mandate delivered by the Canadian and American Federal Governments to the cable operators, instructing them to provide public access to at least one of their channels.
- 678 Kletter, Richard C. Cable Television: Making Public Access Effective. Santa Monica, Calif. : Rand Corp., 1973.
- 679 Othmer, David. The Wired Island: The First Two Years of Public Access to Cable Television in Manhattan. New York: Fund for the City of New York, 1973.
- 680 Pool, Ithiel de Sola, ed. Talking Back: Citizen Feedback and Cable Technology. Cambridge, Mass. : MIT Press, 1973. 325 pp.  
Fifteen papers which focus on technology and the many potential benefits to be derived from properly designed cable systems. Illustrations.

- 681 Tate, Charles, ed. Cable Television in the Cities: Community Control, Public Access, and Minority Ownership. Washington, D. C. : Urban Institute, 1971. 184 pp.

A detailed guide to developing and operating city cable systems, stressing problems of community access and local origination and ending with over 80 pages of reference and bibliographical material. Bibliography.

#### D. Production

See also nos. 434, 674, 683, 689.

- 682 Efrein, Joel. Cablecasting Production Handbook. Blue Ridge Summit, Pa. : TAB Books, 1975. 210 pp.

This guidebook is intended to serve both as an introduction to cablecasting production for the novice, as well as a working handbook for those already in the field. It will help CATV planners, directors, and producers to make the right decisions in organizing a station and obtaining revenue through subscriptions, ad revenue, and programming. It's a well seasoned exposition of the subject that will clear up the haze surrounding CATV and its applications. Anyone involved in a cable facility, or planning to get involved in one, will find this book an absolute must! Illustrations and index.

#### E. Technical

See also nos. 665, 991, 993, 995, 997, 1000, 1001.

- 683 Knecht, Kenneth B. Designing & Maintaining the CATV & Small TV Studio. 2nd edition. Blue Ridge Summit, Pa. : TAB Books, 1976. 288 pp.

New, completely updated second edition is a simplified, yet detailed guide on the installation and maintenance of production facilities for cable TV, medical and industrial closed-circuit TV, instructional TV, and small broadcast TV studios. This all-in-one handbook is written specifically to help those who need expert, in-depth guidance on setting up a small to medium size TV studio. Illustrations and index.

F. General

See also nos. 66, 80, 557, 820, 841, 865, 885, 943, 988, 989, 992, 994, 996, 998, 999, 1002, 1003, 1004, 1005, 1006, 1035, 1056, 1060.

- 684 Adler, Richard and Walter S. Baer. Aspen Notebook: Cable and Continuing Education. New York: Praeger, 1973. 210 pp.

Centers attention on the potential adult or continuing education role of the nation's expanding cable systems. Offers six general chapters on cable and education, and supplements these with three models of television-supported education which might be applicable to cable work.

- 685 Adler, Richard and Walter S. Baer. The Electronic Box Office: Humanities and Arts on Cable. New York: Praeger, 1974. 160 pp.

Details the potential of pay cable as an alternative mechanism for supporting quality programming and as a source of revenue for the performing arts. Includes a survey of pay cable enterprises and their impact on the performing arts.

- 686 Baer, Walter S. Cable Television: A Handbook for Decisionmaking. Santa Monica, Calif.: Rand Corp., 1974. 244 pp.

This volume presents basic information about cable television and outlines the political, social, economic, legal, and technical issues communities must face in cable decisionmaking. Bibliography, charts, glossary, illustrations, and index.

- 687 Baer, Walter S., et al. Cable Television: Franchising Considerations. New York: Crane, Russak, 1974.

Contains five of the Rand cable studies originally issued in 1973.

- 688 Barnett, H. J. and E. A. Greenberg. A Proposal for Wired City Television. Santa Monica, Calif.: Rand Corp., 1967.

- 689 Cable Television Information Center. Educational Uses of Cable Television. Washington, D. C.: Cable Television Information Center, 1974. 105 pp.



Discusses uses educators can make of cable television, including an overview of current educational programming, costs of programming and possible sources of funds, and technical aspects of production.

- 690 Cable Television Information Center. The Uses of Cable Communications. Washington, D. C. : Cable Television Information Center, 1973. 47 pp.  
Introduces ranges of cable uses now possible and applications for the future.
- 691 Carpenter-Huffman, Polly, et al. Cable Television: Developing Community Services. New York: Crane, Russak, 1974. 276 pp.  
Contains four of the Rand cable studies originally issued in 1973.
- 692 Hanley, Anne. Cable Television and Education: A Report from the Field. Washington, D. C. : National Cable Television Association, 1973.
- 693 Kamen, Ira. Questions and Answers About Pay TV. Indianapolis: Howard W. Sams & Co., 1973.
- 694 Land, Herman W., Associates. Television and the Wired City: A Study of the Implications of a Change in the Mode of Transmission. Washington, D. C. : National Association of Broadcasters, 1968.  
The report is based on the premise that the choice presented is an abandonment of the present broadcast system in favor of a nationwide wire-grid system. Not surprisingly, the report generally finds that the status quo is good.
- 695 National Education Association. Schools and Cable Television. Washington, D. C. : NEA, 1971. 66 pp.
- 696 Price, Monroe and John Wicklein. Cable Television: A Guide for Citizen Action. Philadelphia: Pilgrim Press, 1972. 160 pp.  
This is a guidebook for citizens as they seek to understand the implications of cable television, the decisions that are being made about it, and actions which only they can initiate. Bibliography.

- 697 Ross, Leonard. Economic and Legal Foundations of Cable Television. Beverly Hills, Calif.: Sage, 1974. 76 pp.
- 698 Sachman, Harold and Barry W. Boehm, eds. Planning Community Information Utilities. Montvale, N.J.: AFIPS Press, 1972. 501 pp.  
Specifically focuses on cable technology as a means of better two-way communication. The 17 original papers deal with the many community information services needed, system design to meet those information needs, and system management problems.
- 699 Scott, James D. Cable Television: Strategy for Penetrating Key Urban Markets. Ann Arbor: University of Michigan Graduate School of Business Administration, 1976. 132 pp.  
An interesting business approach to the likely future of cable, this book deals with building cable penetration in the top 100 markets, two-way interactive cable services (and market demand for same), analysis of alternative pay-cable services, local program origination, the development of CATV program networks, and the potential threat of the video-cassette. Charts.
- 700 Sloan Commission on Cable Communications. On the Cable: The Television of Abundance. New York: McGraw-Hill, 1971. 272 pp.  
Offers an introduction to cable television. Unfortunately issued before the major FCC rule-making of February 1972.
- 701 Yin, Robert K. Cable Television: Applications for Municipal Services. Santa Monica, Calif.: Rand Corp., 1973.

## 14. RESEARCH

### A. Radio

See also nos. 345, 524, 607, 608.

- 702 Lazarsfeld, Paul F. and Harry N. Field. The People Look at Radio. Chapel Hill: University of North Carolina Press, 1946.

A survey by the National Opinion Center of the University of Denver, as analyzed by Columbia University's Bureau of Applied Social Research.

- 703 Lazarsfeld, Paul F. and Patricia L. Kendall. Radio Listening in America: The People Look at Radio--Again. New York: Prentice-Hall, 1948. 178 pp.

The present report is based on a questionnaire sponsored by the National Association of Broadcasters and conducted by the National Opinion Research Center. The questions were aimed at finding out what people know and feel about the general policies of the radio industry, and the way it is organized and operated. It is the second survey, the first one appearing under the title The People Look at Radio. Charts and index.

- 704 Lazarsfeld, Paul F. and Frank N. Stanton, eds. Radio Research, 1941. New York: Duell, Sloan & Pearce, 1942.

The first in a planned series as a supplement to Dr. Lazarsfeld's own study, "Radio and the Printed Page." Contains six reports--three on different types of programs and three on listener reactions.

- 705 Lazarsfeld, Paul F. and Frank N. Stanton, eds. Radio Research, 1942-1943. New York: Duell, Sloan & Pearce, 1944. 599 pp.

Deals with radio research during World War II. Good look at early attempts of audience analysis in radio. Charts, illustrations, and index.

- 706 National Broadcasting Company. C. R. A. M. --Cumulative Radio-Audience Method. New York: NBC, 1966.

## B. Television

See also nos. 302, 307, 318, 338, 368, 371, 375, 398, 522, 536, 539, 540, 616, 622, 630, 641, 652, 655, 656, 749, 777, 834, 898, 899, 1071, 1072, 1073.

- 707 Arons, Leon and Mark A. May, eds. Television and Human Behavior. New York: Appleton-Century-Crofts, 1963. 307 pp.

This book approaches television and mass communication generally in a somewhat unusual way. It is a book of research strategies in which research plans are developed for specific problems. The 18 research plans included are the award winners of a competition which was conducted by a group of eminent social scientists and scholars. Photographs.

- 708 Belson, W. A. The Impact of Television: Methods and Findings in Program Research. Hamden, Conn.: Archon, 1967. 400 pp.

The book is divided into five sections. Section I deals with the use of research to provide information about the population's interest. Section II is concerned with the degree to which informative programs can be understood by the people. Section III deals with the effects of specific programs. Section IV is about television's social impact. Section V presents the case for making greater use of television research. Bibliography and index.

- 709 Brown, Ray, ed. Children and Television. Beverly Hills, Calif.: Sage, 1976. 368 pp.

An edited overview of research findings, remaining problems, and issues. The 16 papers included fall into three main parts: children as an audience, individual and social factors which shape the viewing experience, and processes of influence and some effects of exposure to television. Index.

- 710 Chu, Goodwin and Wilbur Schramm. Learning from Television: What the Research Says. Washington, D.C.: National Association of Educational Broadcasters, 1968. 116 pp.  
Review discussion of topics in instructional television keyed to bibliography, making whole book a literature review, and best to date. (1974 reprint includes 11-page update introduction.)
- 711 Comstock, George A., et al. Television and Human Behavior: The Research Horizon, Future and Present. Santa Monica, Calif.: Rand Corp., 1975.  
Includes three volumes: Volume I--A Guide to Pertinent Scientific Literature (344 pp.); Volume II--The Key Studies (251 pp.); Volume III--The Research Horizon (120 pp.). A bibliography is in each of the three volumes. Bibliography.
- 712 Feshbach, Seymour and Robert D. Singer. Television and Aggression: An Experimental Field Study. San Francisco: Jossey-Bass, 1971. 186 pp.  
Presents the findings of a study designed to determine the effect of aggressive TV programs on the behavior of children. Evidence from the study suggests that, for some children at least, aggressive TV provides a fantasy outlet which reduces actual aggressiveness. Bibliography.
- 713 Ford Foundation. Television and Children: Priorities for Research. New York: Ford Foundation, 1975. 38 pp.  
Highly condensed outline approach to a wide range of current research findings and problems. Offers many questions suitable for research projects.
- 714 Himmelweit, Hilde T.; A. N. Oppenheim; and Pamela Vince. Television and the Child: An Empirical Study of the Effect of Television on the Young. London: Oxford Press, 1958. 522 pp.  
This book is the culmination of four years of research on the effects of television on children in Great Britain. This is one of the most comprehensive studies to date on the effects of any mass medium on children.
- 715 Nelson, William A. The Impact of Television: Methods and Findings in Program Research.

Hamden, Conn.: Archon, 1967.

- 716 Rehak, Robert, ed. Me and My TV. Shabbona, Ill.: Journalism Education Association, 1976. 72 pp.  
A research report on the role of popular television in developing verbal skills and bringing together adolescents and adults. Implications for the home and classroom.
- 717 Reid, J. Christopher. Research in Instructional Television and Film. Washington, D. C.: Government Printing Office, 1967. 216 pp.  
Report of almost 350 research studies concerned with instructional TV and film. Historical or descriptive studies, reports on surveys, surveys of research, and other non-experimental reports are not included. Index.
- 718 Schramm, Wilbur, ed. The Second Harvest of Two Research-Producing Events: The Surgeon General's Inquiry and "Sesame Street." Stanford, Calif.: National Academy of Education, 1976. 69 pp.  
A review of Recent Books on Children and Television. Proceedings of the National Academy of Education.

### C. General

See also nos. 49, 71, 261, 262, 275, 329, 474, 555, 560, 592, 650, 658, 664, 770, 772, 785, 786, 802, 804, 810, 845, 850, 924, 927, 961, 1031, 1041, 1062.

- 719 Backstrom, Charles H. and Gerald D. Hursh. Survey Research. Evanston, Ill.: Northwestern University Press, 1963. 192 pp.  
This book is an introduction to survey research. Although intended as the initial volume in a series of similar teaching and research manuals, this book can be used by surveyors in general. Illustrations and index.
- 720 Berelson, Bernard. Content Analysis in Communication Research. 2nd edition. New York: Hafner, 1952 (reprinted by Free Press, 1971). 220 pp.  
This is a revision and expansion of The Analysis of Communication Content. Book deals with content

analysis. The uses, the procedures, and the problems of this research method are the subject matter of the book. Bibliography.

- 721 Blumler, Jay G. and Elihu Katz, eds. The Uses of Mass Communications: Current Perspectives on Gratifications Research. Beverly Hills, Calif.: Sage, 1974. 318 pp.  
A collection of essays on the uses and gratifications approach to mass communication. Bibliography and charts.
- 722 Clarke, Peter, ed. New Models for Mass Communication Research. Beverly Hills, Calif.: Sage, 1973. 240 pp.  
Nine original papers suggesting models to guide mass communication research, including pioneering efforts to apply those models. Bibliography.
- 723 Davison, W. Phillips and Frederick T. C. Yu, eds. Mass Communication Research: Major Issues and Future Directions. New York: Praeger, 1974. 248 pp.  
Review of current knowledge in selected topic areas; keyed to bibliography pp. 202-236. Bibliography.
- 724 Johnstone, John W. C.; Slawski, Edward J.; and Bowman, William W. The News People: A Sociological Portrait of American Journalists and Their Work. Urbana: University of Illinois Press, 1976. 240 pp.  
This study, based on extensive interviews with more than 1,300 practicing journalists, is one of the first large-scale national inquiries dealing with any occupational group. The interview statistics are used to paint a portrait of the nearly 70,000 men and women who make their living as full-time disseminators of news. These include persons who work in radio and television, wire services and syndicates, news magazines, daily and weekly newspapers, as well as some of the journalists in the alternative media. Charts.
- 725 Kelman, Herbert C. and Raphael S. Ezekiel. Cross-National Encounters. San Francisco: Jossey-Bass, 1970. 368 pp.  
An in-depth study of the effects of a 1962 seminar

of foreign broadcasters brought to observe radio-TV operations in America. The study evaluated the personal impact of the seminar on the 28 participants and their impact at home.

- 726 Klapper, Joseph T. The Effects of Mass Communication. New York: Free Press, 1960. 302 pp.  
Although out of date, offers a clear exposition of basic findings for beginning students. The author takes five hypotheses and then constructs his book around support of each in turn. The end result is clear understanding of research--to that time. Bibliography.
- 727 Kline, F. Gerald and Phillip J. Tichenor, eds. Current Perspectives in Mass Communication Research. Beverly Hills, Calif.: Sage, 1972. 320 pp.  
Nine major and original articles reviewing literature of mass communications, with bibliographies attached to each. Bibliography.
- 728 Lazarsfeld, Paul F. and Frank N. Stanton, eds. Communications Research, 1948-1949. New York: Harper, 1949. 332 pp.  
This volume contains mainly studies which were organized by Columbia University's Bureau of Applied Social Research in the last two years of the war and in the time since. Charts and index.
- 729 McQuail, Denis. Towards a Sociology of Mass Communications. New York: Macmillan, 1969. 122 pp.  
Review of research knowledge supplemented by annotated bibliography. Bibliography.
- 730 Nafziger, Ralph O. and David Manning White, eds. Introduction to Mass Communications Research. Baton Rouge: Louisiana State University Press, 1963. 281 pp.  
Concentrates on research methods in mass communication from a behavioral point of view. Charts and index.
- 731 Nielsen, A. C., Company. The Use of Random Number Phone Samples for NSI Diary Placements. New York: Nielsen, 1972.
- 732 Pearce, Michael; Scott M. Cunningham; and Avon



Miller. Appraising the Economic and Social Effects of Advertising: A Review of Issues and Evidence. Cambridge, Mass.: Marketing Science Institute, 1971. Approximately 200 pp.

Gives an overview of a vast amount of previous writing and research to provide a cogently organized overview of the role and function of advertising, with material on advertising effects on consumer behavior, on industry advertising and competition, and on society in general.

- 733 Roper Organization. Trends in Public Attitudes Toward Television and Other Mass Media, 1959-1974. New York: Television Information Office, 1975.

- 734 Yu, Frederick T. C., ed. Behavioral Sciences and the Mass Media. New York: Russell Sage Foundation (Basic Books), 1968. 270 pp.

Assembled from conference proceedings, its 20 articles explore the relationship of media and media studies to the various behavioral sciences and methods. The emphasis is on cooperative research project feasibility. Index.

## 15. BROADCASTING CAREERS

### A. Radio

See also no. 463.

- 735 **Fisher, Hal.** How to Become a Radio Disc Jockey. Blue Ridge Summit, Pa. : TAB Books, 1971. 224 pp.  
This book is expressly formulated to serve a dual purpose--a comprehensive 25-lesson home-study course of instruction for the talented young person who wishes to go it alone with his tape recorder in the privacy of his home, and as a classroom teacher's handbook for group instruction purposes. It contains drills, exercises, illustrations, professional scripts and commercials--all the material needed to polish one's skills. Illustrations and index.
- 736 **Lowell, Maurice.** Listen In: An American Manual of Radio. New York: Dodge Publishing Co., 1937. 114 pp.  
A brief examination of radio in four parts: a glossary of radio terms, key jobs in radio (writer, director, artists, and announcer), the role of radio training in colleges, and a final 40 pages on the radio industry in general, all written by a production director of NBC. Though written for a general audience, most of the volume aims at prospective career types.

### B. Television

See also nos. 443, 887.

- 737 **Shanks, Bob.** The Cool Fire: How to Make It In

Television. New York: W. W. Norton, 1976. 318 pp.

Bob Shanks writes from the experience of one who joined the television family as a soap opera performer and now is an ABC programming vice president. Through first-hand observations and anecdotes and historical and technological explanations, Mr. Shanks provides the newcomer with a travelogue to the industry.

### C. General

See also no. 480.

738 Coleman, Ken. So You Want to Be a Sportscaster. New York: Hawthorn Books, 1973. 170 pp.

739 Ewing, Sam. You're On the Air! Blue Ridge Summit, Pa.: TAB Books, 1972. 224 pp.

This book tells the beginning broadcaster how to find the shortcuts to a career in radio and television broadcasting. The author describes many job categories--both on and off the air--in the sound medium, and covers in detail the many skills needed in front of the camera, as well as the countless behind-the-scenes opportunities available--not only in broadcasting, but in cable TV as well. Index and photographs.

740 Falk, Irving A. and George N. Gordon. Your Career in TV and Radio. New York: Julian Messner, 1966. 224 pp.

Written by two broadcast educators who are also professional broadcasters, this book surveys the whole range of television-radio careers. Bibliography and photographs.

741 Gordon, George N. and Irving A. Falk. Your Career in TV and Radio. New York: Julian Messner, no date.

Describes the work of producers, directors, writers, artists, public relations experts, actors and other personalities, advertisers, and educational broadcasters. Included are histories of radio and television, personal career anecdotes of people important in their areas of broadcasting, and basic

information concerning necessary personal and educational qualifications.

- 742 Hauenstein, A. Dean and Steven A. Bachmeyer. Introduction to Communications Careers. Bloomington, Ill.: McKnight Publishing Co., 1975.

In this book, the basic elements of communications (including listening) are covered in detail with students planning, writing, rehearsing, presenting, and taping a five-minute radio program complete with sound effects, music, and a commercial announcement. Television and motion pictures are discussed.

- 743 Hyde, Stuart W. Television and Radio Announcing. 2nd edition. Boston: Houghton-Mifflin, 1971. 549 pp.

Provides a realistic picture of the broadcasting industry today, describes the kind of jobs available for announcers, and discusses the skills and personal characteristics necessary for success in the field. Index and photographs.

- 744 Jackson, Gregory. Getting into Broadcast Journalism. New York: Hawthorn Books, 1974. 156 pp.

Written for young people who think they want to get into radio and television news but don't really know what they're getting into, how to prepare for it, or where to start looking for a job. Index.

- 745 Rider, John. Your Future in Broadcasting. New York: Richard Rosen Press, 1971. 125 pp.

## 16. INTERNATIONAL

### A. Europe

See also nos. 223, 280, 334, 368, 714, 839, 852, 915, 919.

- 746 Briggs, Asa. The History of Broadcasting in the United Kingdom. Volume I: The Birth of Broadcasting, 1961, 425 pp.; Volume II: The Golden Age of Wireless, 1965, 688 pp.; Volume III: The War of Words, 1970, 766 pp. London: Oxford University Press.

The first volume is concerned largely with the first four years in the history of the BBC. The main theme of the second volume is the extension and the enrichment of the activity of broadcasting. The third volume deals directly with the role of the BBC outside as well as inside Britain within the context of the general history of the Second World War. Bibliography, charts, illustrations, index, and photographs.

- 747 Carter, Martin D. An Introduction to Mass Communications: Problems in Press and Broadcasting. New York: Humanities Press, 1971. 142 pp.

Provides an introductory analysis of press and broadcasting issues as seen in Britain which gives good insight into that country's major media.

- 748 Dowling, Jack; Lelia Doolan; and Bob Quinn. Sit Down and Be Counted: The Cultural Evolution of a Television Station. Dublin: Wellington, 1969. 383 pp.

This book is an analysis of the first decade of Radio Telefis Eireann (RTE), the Irish television station/system.

- 749 Goodhardt, G. J.; A. S. C. Ehrenberg; and M. A.

Collin. The Television Audience: Patterns of Viewing. Lexington, Mass.: Lexington Books, 1975. 159 pp.

This new British analysis is based mainly on regular broadcast ratings information gathered over the early 1970s. Bibliography and index.

- 750 Gorham, Maurice. Broadcasting and Television Since 1900. London: Andrew Dakers Ltd., 1952. 274 pp.  
This book is mainly concerned with British broadcasting and British television. Index.
- 751 Harasymiw, Bohdan, ed. Education and the Mass Media in the Soviet Union and Eastern Europe. New York: Praeger, 1976.  
Contains three essays on East European education plus four on the mass media. Taken together, the essays in this book contain some useful material not readily available elsewhere. Even though intended as "papers" for a learned society, they are not difficult reading. Mass media workers will find them interesting.
- 752 Harris, Paul. When Pirates Ruled the Waves. Blue Ridge Summit, Pa.: TAB Books, 1972. 232 pp.  
Here's the complete story--with no holds barred --of the pop radio pirates who operated unauthorized radio ships off Britain's shores. Illustrations.
- 753 Hollander, Gayle Durham. Soviet Political Indoctrination: Developments in Mass Media and Propaganda Since Stalin. New York: Praeger, 1972. 264 pp.  
A broadly-based review of all means of communication and propaganda since the death of Stalin, this book is a well thought out and heavily detailed report on the Soviet Union.
- 754 Holt, Robert T. Radio Free Europe. Minneapolis: University of Minnesota Press, 1958. 249 pp.  
Dated (coverage ends with the Polish and Hungarian uprisings of 1956) but still offers solid data on Radio Free Europe's inception and early years.
- 755 Hood, Stuart. The Mass Media. New York: Humanities Press, 1972. 96 pp.  
A very brief overview of press and broadcast development in Europe since the war, with a

discussion of problems of both media in Europe and Britain.

- 756 Hood, Stuart. Radio and Television. North Pomfret, Vt. : David & Charles, 1976. 144 pp.

Mr. Hood came up through the ranks of BBC and now, as a professor of film and television in England, provides a simple overview of both the BBC and commercial broadcasting there. From the anchorman to the obituary department to the camera crew, Mr. Hood details job responsibilities, piecing together the total broadcasting picture. His study even includes an appendix with salary grades.

- 757 Hopkins, Mark W. Mass Media in the Soviet Union. New York: Pegasus, 1970. 384 pp.

An in-depth look at the mass media in Russia, with chapters on both print and non-print journalism. Good historical study on a subject that should be of interest to both students and practitioners of the mass media. Bibliography, charts, illustrations, index, and photographs.

- 758 Lisann, Maury. Broadcasting to the Soviet Union: International Politics and Radio. New York: Praeger, 1975. 224 pp.

Surveys the Soviet reaction to foreign radio broadcasting with special reference to the period 1963-1968 when there was virtually no jamming.

- 759 McGarry, K. J. Mass Communications: Selected Readings for Librarians. Hamden, Conn. : Linnet Books (Shoe String Press), 1972. 255 pp.

Offers a selection of heavily British-based articles on media problems, the audience, cultural issues related to media, and media content.

- 760 Markham, James W. Voices of the Red Giants: Communications in Russia and China. Ames: Iowa State University Press, 1967. 513 pp.

Covers broadcasting (and other media) in the Soviet Union and Mainland China sequentially, with a heavy emphasis on print media.

- 761 Paulu, Burton. British Broadcasting: Radio and Television in the United Kingdom. Minneapolis: University of Minnesota Press, 1956. 457 pp.

A survey of British broadcasting which presents the BBC as ITA was just getting started.

- 762 Paulu, Burton. British Broadcasting in Transition. Minneapolis: University of Minnesota Press, 1961. 250 pp.  
Offers in-depth treatment of both BBC and ITA operations after the initial adjustment to a bifurcated system. Bibliography, charts, and index.
- 763 Paulu, Burton. Radio and Television Broadcasting in Eastern Europe. Minneapolis: University of Minnesota Press, 1974. 592 pp.  
This comprehensive study of broadcasting in the socialist countries of Eastern Europe is of significance not only to specialists in communications but also to political scientists, government officials, historians, sociologists, and others who need accurate information about this aspect of the socialist regimes. This is the first reasonably complete book about broadcasting in the Eastern European countries. Bibliography and index.
- 764 Paulu, Burton. Radio and Television Broadcasting on the European Continent. Minneapolis: University of Minnesota Press, 1967. 290 pp.  
This book is a description and appraisal of radio and television broadcasting on the European continent. All aspects of broadcasting are discussed. Bibliography, charts, and index.
- 765 Piepe, Anthony; Miles Emerson; and Judy Lannon. Television and the Working Class. Lexington, Mass.: Lexington Books, 1975. 170 pp.  
This book draws upon two recent studies to examine the effects of television viewing on the working class in the United Kingdom.
- 766 Polman, Edward W. Broadcasting in Sweden. Boston: Routledge & Kegan Paul, 1976. 80 pp.  
Shows how Sweden's broadcasting network is unique in the speed of its growth relative to population.
- 767 Priestley, J. B. All England Listened. New York: Chilmark Press, 1967. 146 pp.  
A selection of J. B. Priestley's wartime



broadcasts over the BBC with an introduction by Eric Sevareid.

- 768 Quicke, Andrew. Tomorrow's Television: An Examination of British Broadcasting Past, Present, and Future. Berkhamsted, England: Lion Publishing, 1976. 240 pp.  
A highly literate and informal survey based more on observation and the writings of others than on original research. Index.
- 769 Robinson, John, ed. Educational Television and Radio in Britain. London: British Broadcasting Corp., 1966. 292 pp.  
Stresses the BBC role and covers radio as well as TV.
- 770 Tunstall, Jeremy, ed. Media Sociology: A Reader. Urbana: University of Illinois Press, 1970. 574 pp.  
Dealing largely with the British system of communication (though many of the articles are non-British in subject matter or authorship), this volume concentrates upon communications organizations and communicators, such as journalists and TV producers. The 25 essayists examine how the organizations function, what effect one form of communication has upon another, to what extent the media affect politics or politics the media, and the reliability of methods used to measure these effects. Bibliography and index.
- 771 Wedell, E. G. Broadcasting and Public Policy. London: Michael Joseph, 1968. 370 pp.  
In this single-volume treatment of British radio and television, Wedell examines the polity and planning factor.
- 772 Who's Listening? The Story of BBC Audience Research. London: Allen & Unwin, 1974. 219 pp.  
A personal account of the origins and development of the Audience Research Department by its founder and director for 32 years. Highlights some of the problems related to conducting and using research in non-commercial broadcasting.

B. Africa

See also no. 848.

- 773 Hachten, William A. Muffled Drums: The News Media in Africa. Ames: Iowa State University Press, 1971. 314 pp.

This book both surveys generally and examines minutely the news media in contemporary Africa. Bibliography, charts, index, and photographs.

- 774 Head, Sydney W., ed. Broadcasting in Africa: A Continental Survey of Radio and Television. Philadelphia: Temple University Press, 1974. 453 pp.

The present study divides the subject into three major parts: description of individual broadcasting systems; description, as well as appraisal, of cross-system functions on a continental scale; and a critique leading to an inventory of subjects suggested for further study. Bibliography, charts, illustrations, and index.

- 775 Wilcox, Dennis L. Mass Media in Black Africa: Philosophy and Control. New York: Praeger, 1975. 170 pp.

A descriptive, comparative survey of press-government relationships in independent black Africa. Bibliography, charts, illustrations, and index.

C. Asia

See also nos. 760, 802, 855, 927.

- 776 de Vera, Jose M. Educational Television in Japan. Rutland, Vt.: Charles E. Tuttle, 1967. 140 pp.

On the role of educational television (concepts, audience, and effects).

- 777 Furo, Takeo. The Function of Television for Children and Adolescents. Tokyo: Sophia University Press, 1971. 323 pp.

In-depth published research in Japanese broadcasting on the effects of television on young people.

- 778 Henderson, John W. The United States Information Agency. New York: Praeger, 1969. 324 pp.

Presents chapters on VOA and USIA in the Vietnam War. Bibliography, charts, index, and photographs.

- 779 Kyokai, Nippon Hoso. The History of Broadcasting in Japan. Tokyo: Radio and Television Culture Research Institute, 1967. 423 pp.  
Essentially this book is a resume of documents critical in the evolution of Japanese broadcasting.
- 780 Lerner, Daniel and Wilbur Schramm, eds. Communication and Change in the Developing Countries. Honolulu: East-West Center Press, 1967. 333 pp.  
Devotes most of its attention to case studies of Mainland China, the Philippines, and India, stressing economic and social factors.
- 781 Liu, Alan P. L. Communications and National Integration in Communist China. Berkeley: University of California Press, 1971. 225 pp.  
This is a study of the roles that the mass media in Communist China play in achieving national integration. Bibliography, charts, and index.
- 782 Nishimoto, Mitoji. The Development of Educational Broadcasting in Japan. Rutland, Vt.: Charles E. Tuttle, 1969. 287 pp.  
A complete history of educational radio and TV from the mid-1920s to the mid-1960s. Devotes extensive attention to administration, programs, audience surveys and observed effects, and the role of the teacher.
- 783 Rao, Y. V. Lakshmana. Communication and Development: A Study of Two Indian Villages. Minneapolis: University of Minnesota Press, 1966. 145 pp.  
Carefully examines media impact on two types of rural villages, one developing, and the other still locked in tradition. The author's field method and results are useful for Asia as a whole and other regions as well.

#### D. Latin America

- 784 Deutschmann, Paul J.; H. Ellingsworth; and John T. McNelly. Communication and Social Change in

Latin America. New York: Praeger, 1968. 142 pp.  
Discusses media technology as one of several important change agents in the modernization process.

- 785 Rogers, Everett M. (in collaboration with Lynne Svenning). Modernization Among Peasants: Impact of Communications. New York: Holt, Rinehart & Winston, 1969. 429 pp.  
A highly detailed and somewhat complicated analysis of media impact on five Colombian villages in the Andes.
- 786 Rogers, Everett M. and F. Floyd Shoemaker. Communication of Innovations: A Cross-Cultural Approach. 2nd edition. New York: Free Press, 1971. 476 pp.  
A massive summation of the literature of communications diffusion focusing on media applicability in developing areas and reporting a number of Latin American researchers. Bibliography.
- 787 Wells, Alan. Picture-Tube Imperialism? The Impact of U.S. Television on Latin America. Maryknoll, N.Y.: Orbis Books, 1972. 197 pp.  
An illustrated volume which puts a lot of stress on industry organization and control along with a selection of readings on media effects and its societal role.

#### E. Canada

See also nos. 677, 918, 920, 946, 964, 1003.

- 788 Faris, Ron. The Passionate Educators: Voluntary Associations and the Struggle for Control of Adult Education Broadcasting in Canada 1919-52. Toronto: Peter Martin Associates Ltd., 1975. 201 pp.  
Traces the intricate relationships between voluntary associations and Canadian radio broadcasting during the 1919-1952 period.
- 789 Firestone, O. J. Broadcast Advertising in Canada: Past and Future Growth. Ottawa: University of Ottawa Press, 1966. 358 pp.  
A specialized study on Canadian broadcast advertising.

- 790 Jamieson, Don. The Troubled Air. Fredericton, N.B.: Brunswick Press, 1966. 237 pp.  
Concentrates on the private broadcaster written from the author's vantage point as a member of Canada's Parliament.
- 791 Lambert, Richard S. School Broadcasting in Canada. Toronto: University of Toronto Press, 1963. 223 pp.  
This is a detailed study of the growth and operation of Canadian school broadcasting. Bibliography, charts, index, and photographs.
- 792 Peers, Frank W. The Politics of Canadian Broadcasting: 1920-1951. Toronto: University of Toronto Press, 1969. 466 pp.  
Covers in great detail the political-legal developments up to the 1951 inception of television.
- 793 Weir, E. Austin. The Struggle for National Broadcasting in Canada. Toronto: McClelland & Stewart, 1964. 477 pp.  
Concentrates on the history of the CBC from its inception to the early 1960s.

#### F. Propaganda

See also nos. 551, 753, 758, 778, 804, 854, 879, 1096.

- 794 Graves, Harold, Jr. War on the Short Wave. New York: Foreign Policy Association, 1941. 64 pp.  
Deals with propaganda and the Foreign Policy Association during World War II (1939-1945). Illustrations.
- 795 Hale, Julian. Radio Power: Propaganda and International Broadcasting. Philadelphia: Temple University Press, 1975. 196 pp.  
The author, a former scriptwriter, producer, and organizer of the BBC's Romanian and Italian services, introduces his work by calling radio "the only unstoppable medium of mass communication" and thus "the most powerful weapon of international propaganda." Bibliography and index.
- 796 Riegel, O. W. Mobilizing for Chaos: The Story of

the New Propaganda. New Haven, Conn.: Yale University Press, 1934. 231 pp.

Discusses early efforts of propaganda utilizing all methods of communication available during this time in history, including radio. Index.

- 797 Sorensen, Thomas C. The Word War: The Story of American Propaganda. New York: Harper & Row, 1968. 337 pp.

A history of USIA and its broadcasting arm, Voice of America, with some information on government activities which preceded it.

### G. Satellites

See also nos. 66, 147, 151, 210, 557, 809, 815, 1014.

- 798 Brown, Donald. Telecommunications: The Booming Technology. Garden City, N.Y.: Doubleday, 1970. 191 pp.

The author explores the past and present of communications systems but deals mainly with the developing systems of the near and far future. He particularly describes the wide range of uses of the communications satellite that will allow not only direct intercontinental television reception but also home computers connected to a central agency thousands of miles away and intercontinental direct-dial telephone systems. Bibliography, illustrations, index, and photographs.

- 799 Twentieth Century Fund Task Force on International Satellite Communications. The Future of Satellite Communications: Resource Management and the Needs of Nations. New York: Twentieth Century Fund Task Force on International Satellite Communications, 1970. 80 pp.

A report on how communications satellites can be fully utilized on a global scale to gather data for scientific research, to spread education and knowledge, and to achieve new dimensions of international understanding.

H. General

See also nos. 1, 5, 68, 69, 76, 80, 146, 200, 210, 398, 408, 542, 599, 628, 725, 856, 861, 871, 878, 880, 890, 896, 911, 921, 923, 929, 1009, 1010, 1011, 1012, 1013, 1015, 1016, 1031, 1041, 1093.

- 800 Arnove, Robert F., ed. Educational Television: A Policy Critique and Guide for Developing Countries. New York: Praeger, 1976. 224 pp.

This book is specially designed as a critical guide for educational planners and combines the points of view of non-TV specialists analyzing ETV after a decade of its application in developing nations. Charts.

- 801 Coddling, George A., Jr. Broadcasting Without Barriers. Paris: UNESCO, 1959. 167 pp.

The task undertaken in this study is threefold: to determine the extent to which broadcasting has been made available to the world's peoples; to define the obstacles--political, economic, and technical--which impede its full and proper use as a medium of communication; and to examine possible ways and means of extending its benefits more widely. Bibliography, charts, glossary, illustrations, index, and photographs.

- 802 Eguchi, H. and H. Ichinohe, eds. International Studies of Broadcasting with Special Reference to the Japanese Studies. Tokyo: NHK Radio and TV Culture Research Institute, 1971. 301 pp.

Collection of ten articles, five of them covering most aspects of Japanese broadcasting, the other five being reprints of research articles on other countries' systems.

- 803 Emery, Walter B. National and International Systems of Broadcasting: Their History, Operation, and Control. East Lansing: Michigan State University Press, 1969. 752 pp.

This book represents the first attempt by an author to analyze in some depth the important broadcasting systems in all parts of the world and explain their origin, development, and present operations. Bibliography and index.

- 804 Fischer, Heinz-Dietrich and John C. Merrill, eds. International and Intercultural Communication. New York: Hastings House Publishers, 1976. 524 pp.  
A wide range of subjects are discussed including: communication systems and concepts in the world's media, problems of freedom and responsibility, national development and mass media, international news flow and propaganda, supranational communication efforts, international communication, theory and research in international communication. Bibliography, charts, and index.
- 805 Green, Timothy. The Universal Eye, the World of Television. New York: Stein & Day, 1972. 276 pp.  
This book is a first hand study of what is happening to television and what television is doing to and for every part of the world--from Japan to Nigeria, Caracas to Sidney, Moscow to Los Angeles. Bibliography and index.
- 806 Groombridge, Brian, ed. Adult Education and Television: A Comparative Study in Three Countries. Paris: UNESCO, 1966. 143 pp.  
Groombridge has succeeded in identifying the many concerns that any country must consider in promoting the use of television for adult education purposes.
- 807 International Institute for Educational Planning. New Educational Media in Action: Case Studies for Planners. 3 volumes. Paris: UNESCO, 1967. Volume I, 203 pp.; Volume II, 226 pp.; Volume III, 198 pp.  
Detail ETV growth and applications (plus a few radio studies) in both developed and developing countries.
- 808 Lee, John, ed. Diplomatic Persuaders: New Role of the Mass Media in International Relations. New York: John Wiley, 1968. 205 pp.  
Examines the broad role of media in diplomacy.
- 809 McWhinney, Edward, ed. The International Law of Communications. Leyden, Netherlands: A. W. Sijthoff, 1971. 170 pp.  
Collection of 11 papers, seven of which deal with satellites; offers views on direct broadcasting from many countries, including developing nations.



- 810 Markham, James W., ed. International Communication as a Field of Study. Iowa City: University of Iowa Publications Department, 1970. 158 pp.  
Offers an interesting collection of papers on the prospects and problems of teaching and doing research in international communications.
- 811 Namurois, Albert. Structure and Organization of Broadcasting in the Framework of Radiocommunications. Geneva: European Broadcasting Union, 1972. 211 pp.  
Contains a great deal of concise data on specific nations, financing of broadcast systems, and structural diagrams illustrating the text. Illustrations.
- 812 Schramm, Wilbur. Mass Media and National Development: The Role of Information in the Developing Countries. Stanford, Calif.: Stanford University Press, 1964. 333 pp.  
This book looks closely at the relationship of mass communication to economic and social development in developing countries. Four cases from four regions of the world are examined. Bibliography, charts, illustrations, and index.
- 813 Schramm, Wilbur; P. H. Coombs; F. Kahnert; and Jack Lyle. The New Media: Memo to Educational Planners. Paris: UNESCO, 1967. 175 pp.  
Survey dealing specifically with educational media in developing countries.
- 814 Sherman, Charles and Donald Browne, eds. Broadcast Monographs No. 2: Issues in International Broadcasting. Washington, D.C.: Broadcast Education Association, 1976. 171 pp.  
Includes 19 papers from a 1974 conference; thus all are original publications here. They deal with the problem of culture imperialism from several points of view, the international flow of programs, national and international broadcast systems, teaching and research on this topic.
- 815 Smith, Delbert D. International Telecommunication Control. Leyden, Netherlands: A. W. Sijthoff, 1969. 231 pp.  
Devotes about 50 pages to the legalities of satellite broadcasting, but on the way presents a current

analysis of the legal context of international broadcasting, the functions of ITU and regional broadcast organizations, and the problem of illegal transmissions.

- 816 Smythe, Dallas. The Structure and Policy of Electronic Communications. Urbana: University of Illinois Press, 1957. 103 pp.

An excellent though dated description of the allocations basis of international broadcasting control, this book is an amazingly concise discussion with a wealth of detailed historical information.

- 817 Waniewicz, Ignacy. Broadcasting for Adult Education: A Guidebook to World Wide Experience. Paris: UNESCO, 1972. 132 pp.

This book is directed mainly to those concerned with broadcasting for adult education in the so-called "developing" countries. Bibliography.

## 17. TECHNICAL

### A. Audio

See also nos. 3, 99, 100, 101, 102, 104, 106, 110, 417, 418, 940, 1069.

- 818 **Kiver, Milton S. F-M Simplified. 3rd edition. Princeton, N.J. : D. Van Nostrand Co., 1960. 376 pp.**

The fundamentals of FM are presented in addition to propagation, reception, and transmission of FM signals; FM receivers; circuit alignment; commercial FM receivers, their servicing and maintenance; and modern FM transmitters. Bibliography, charts, illustrations, index, and photographs.

- 819 **Lowman, Charles E. Magnetic Recording. New York: McGraw-Hill, 1972. 285 pp.**

This is an authoritative and practical guide to the technology of magnetic recorders used in such fields as audio recording, broadcast and closed-circuit TV, instrumentation recordings, and computer data systems. Glossary, illustrations, index, and photographs.

### B. Video

See also nos. 115, 118, 121, 122, 123, 127, 181, 426, 448, 450, 648, 665.

- 820 **Berliner, Oliver. Color TV Studio Design & Operation: For CATV, School & Industry. Blue Ridge Summit, Pa. : TAB Books, 1975. 168 pp.**

Applicable to any small TV studio, this new easy-to-read book gives all the in-depth answers to

all the questions any studio owner or operator might ask about how to equip and operate a low-cost color TV studio--from design of the building itself, to equipment maintenance and calibration. Of prime interest to cable systems, schools and industrial studios, this volume fully explains how to put out professional-grade, network-quality productions on a minimum budget. It provides a wealth of hard-learned information in extremely condensed form. Illustrations and index.

- 821 Bermingham, Alan, et al. *The Small TV Studio: Equipment and Facilities.* New York: Hastings House Publishers, 1975. 163 pp.  
This book deals with basic small television studio equipment and production facilities. Useful reference. Bibliography, glossary, illustrations, and photographs.
- 822 Chinn, Howard A. *Television Broadcasting.* New York: McGraw-Hill, 1957.  
Here is a highly technical discussion of television. TV equipment, studios, lighting, and techniques are studied in much detail along with planning and installation. This book serves as an excellent reference of equipment, types of connectors and their wiring, and techniques.
- 823 Costigan, Daniel M. *FAX: The Principles and Practice of Facsimile Communication.* Philadelphia: Chilton Books, 1971. 270 pp.  
Discusses the current status of facsimile as well as assessing its likely future. Bibliography, charts, illustrations, index, and photographs.
- 824 Kiver, Milton S. and Kaufman, Milton. *Television Simplified.* 7th edition. New York: Van Nostrand/Reinhold, 1973. 616 pp.  
In simple and clear terms this book analyzes all types of TV receivers now in service, from the standpoint of theory, operation, troubleshooting, and alignment. The emphasis is on solid-state and integrated circuits and also on color, as well as monochrome, TV circuits and receivers. It includes sufficient information on TV transmission and transmitters to provide a full understanding of the overall television system. Illustrations, index, and photographs.

- 825 Robinson, Joseph F. and P. H. Beards. Using Videotape. New York: Hastings House Publishers, 1976. 208 pp.

This book details the many possible applications of VTR, describes the machines and their engineering principles, and sets out the most reliable methods of operation. Bibliography, glossary, and illustrations.

- 826 Ross, Rodger L. Color Film for Color Television. New York: Hastings House Publishers, 1970.

Currently available color films and processes which enable television producers to meet different program requirements.

- 827 Sheldon, H. Horton and Edgar Norman Grisewood. Television: Present Methods of Picture Transmission. New York: D. Van Nostrand Co., 1929. 194 pp.

In this book the authors have attempted to bring together, in a manner that can be understood by all, a summary of the achievements in the field of television together with a description of accessory equipment. Illustrations, index, and photographs.

- 828 Wilkie, Bernard. The Technique of Special Effects in Television. New York: Hastings House Publishers, 1971. 392 pp.

This unique work is both pioneering and astonishingly comprehensive. The treatment is detailed, giving full descriptions of equipment, working principles, safety precautions, and type of effect obtained.

### C. General

See also nos. 130, 147, 500, 877, 981, 982, 983, 984, 985, 986, 987, 1035, 1064, 1080.

- 829 Ennes, Harold E. Broadcast Operator's Handbook. 2nd edition. New York: John F. Rider Publisher, 1951. 440 pp.

This edition of Broadcast Operator's Handbook covers the technical aspects of production and programming. The first four parts cover the operating practice in control rooms, the master control,

remote controls, and the transmitter. Parts 5 and 6 are concerned with technical data for operators and engineers. Bibliography, charts, illustrations, index, and photographs.

- 830 Finnegan, Patrick S. Broadcast Engineering & Maintenance Handbook. Blue Ridge Summit, Pa.: TAB Books, 1976. 532 pp.

This new data-packed volume is the reference work for all broadcast engineers, technicians, and managers--for anyone involved in the planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification, and repair of commercial or educational broadcasting facilities. It totally engulfs the subject of aural broadcasting, and is the sum total of the author's over 30 years of unmatched know-how and experience in broadcasting. Illustrations and index.

- 831 Gould, Jack. All About Radio and Television. New York: Random House, 1953. 144 pp.

Explains in simple language the nature of television and radio waves and how to transmit and receive them. Illustrations.

- 832 Safford, E. L., Jr. A Guide to Radio & TV Broadcast Engineering Practice. Blue Ridge Summit, Pa.: TAB Books, 1971. 256 pp.

Essentially a "how-to" handbook on operation, maintenance, and troubleshooting, the volume is divided into two parts--Radio and Television. Operator qualifications, preventive maintenance, FCC violations, AM antenna systems, equipment used in radio and TV stations, maintenance philosophy, and technical problems and solutions are among the topics discussed. Illustrations.

## 18. BIBLIOGRAPHIES

- 833 Adkins, Gale R. Books on Radio-Television-Film: A Collection of Recommendations. Lawrence: University of Kansas Radio-Television Research, 1962. 50 pp.  
Collection of short responses to a college survey requesting teacher evaluation of books useful as texts. Covers 29 subject areas and 348 different titles, offering an interesting collection of critical reactions to pre-1960 volumes.
- 834 Atkin, Charles; John P. Murray; and Oguz B. Nayman, compilers. Television and Social Behavior: An Annotated Bibliography of Research Focusing on Television's Impact on Children. Rockville, Md.: National Institute of Mental Health, Public Health Service, 1971. 150 pp.  
A detailed discussion of research findings issued as a part of the early 1970s government investigation of TV's effects, especially violent programming's effects on children. Some 300 studies are annotated in detail and another 250 are listed. A valuable review bibliography of scholarly research in a controversial area. Index.
- 835 "A Bibliography of Articles About Broadcasting in Law Periodicals, 1920-1968." Journal of Broadcasting 14: 83-156; Winter 1969-70, No. 1, Part II.  
A separately-issued three-part annotated bibliography which consists of a bibliography on broadcast rights from 1920-1955, general articles on broadcast law and regulation from 1920-1955, and an inclusive listing of legal citations from 1956-1968. A valuable author, title, and subject guide to nearly 50 years of writing on legal aspects of broadcasting. Index.

- 836 Blum, Eleanor. Basic Books in the Mass Media: An Annotated, Selected Booklist Covering General Communications, Book Publishing, Broadcasting, Film, Magazines, Newspapers, Advertising, Indexes, and Scholarly and Professional Periodicals. Urbana: University of Illinois Press, 1972. 252 pp.  
This volume is set in typescript and details 665 items, 123 of which relate specifically to radio and television here and abroad. Index.
- 837 Blum, Eleanor, ed. New Books in the Journalism and Communications Library. Urbana: University of Illinois College of Communications.  
Annotated, arranged by subject. Issued quarterly.
- 838 **Blum, Eleanor. Reference Books in the Mass Media.** Urbana: University of Illinois Press, 1962. 103 pp.  
A major starting place for student research projects by one of the most knowledgeable people in the country on media bibliography.
- 839 British Broadcasting Corporation. British Broadcasting: A Bibliography. London: BBC, 1958 (with a four-page supplement, 1960). 53 pp.  
Annotated discussion of books, government documents, BBC publications, and periodicals from 1920s to 1960 on history, monopoly and commercial broadcasting, general, external services, technique of broadcasting, biography, education, music, religion, television, public corporations, finance, BBC annual reports, constitutional documents on BBC and ITA, parliamentary debates, BBC serials, and periodicals. The definitive source for the period covered. Index.
- 840 Broderick, Gertrude (Golden). Radio and Television Bibliography. Washington, D. C.: U.S. Department of Health, Education, and Welfare, Office of Education, Bulletin No. 2, 1956. 46 pp.  
Emphasis is on historical, philosophical, and sociological aspects of media.
- 841 Cable Television Information Center. Biblicable. Washington, D. C.: Cable Television Information Center, 1972, 1974. 59 pp.  
Lists and annotates the best sources of information on cable communications written to date, and tells where to find them. Update supplement included.



- 842 Cable Television Information Center. Legal Bibliography: Synopses of Cases on Cable Television. Washington, D. C.: Cable Television Information Center, 1974. 21 pp.  
Useful for attorneys involved in cable franchising.
- 843 Comstock, George, et al. Television and Human Behavior: A Bibliography. 3 volumes. Santa Monica, Calif.: Rand Corp., 1975.
- 844 Cooper, Isabella M. Bibliography on Educational Broadcasting. Chicago: University of Chicago Press, 1942 (reprinted by Arno Press, 1971). 576 pp.  
Coverage of this annotated 1800-item bibliography is far broader than title suggests with sections on law, technical developments, commercial programs, freedom and censorship, allocations, political uses, etc. being among the 61 classifications. Covering books and periodicals from 1920 through 1940, stress is on the thirties. Annotations are lengthy, detailed, and both descriptive and evaluative. An essential guide to writing on radio before World War II, it concludes with an author and title index. Index.
- 845 Danielson, Wayne A. and G. C. Wilhoit. A Computerized Bibliography of Mass Communication Research: 1944-1964. New York: Magazine Publisher's Association, 1967. 399 pp.  
Nearly 2,300 entries listed first by key word and then in full citation form, this volume has a magazine emphasis but contains a heavy dosage of broadcasting and broadcast-related periodical citations as well. Coverage is from 48 scholarly social science journals with emphasis on content of mass communications and a heavy dosage of methodology articles.
- 846 Fairman, Edith M. The Effects of Television Violence on Children: A Selected Annotated Bibliography. Washington, D. C.: Library of Congress, Congressional Research Service, 1973. 14 pp.
- 847 Gordon, Thomas F. and Mary Ellen Verna. Mass Media and Socialization: A Selected Bibliography. Philadelphia: Temple University School of Communications and Theater, 1973. 47 pp.
- 848 Hachten, William A. Mass Communication in Africa: An Annotated Bibliography. Madison: University of

Wisconsin Center for International Communication Studies, 1971. 121 pp.

- 849 Hamill, Patricia Beall. Radio and Television: A Selected Bibliography. Washington, D. C. : U.S. Government Printing Office, 1960. 46 pp.  
A revision of an annotated bibliography first issued (by Gertrude Broderick) from the Office of Education in 1948, this pamphlet contains book discussions under headings of general-historical, program techniques, educational uses, scripts and plays, technical aspects, plus a listing of periodicals and general information sources. Index.
- 850 Hansen, Donald A. and J. Herschel Parsons, compilers. Mass Communication: A Research Bibliography. Santa Barbara, Calif. : Glendessary Press, 1968. 115 pp.  
Subject-divided review of periodical articles.
- 851 Harris, Dale B. Children and Television: An Annotated Bibliography. Urbana, Ill. : National Association of Educational Broadcasters, 1959.
- 852 Harwood, Kenneth. Radio and Television Works Added to the Library of the British Museum, 1881-1950: A Bibliography. Los Angeles: University of Southern California Department of Telecommunications, 1965. 184 pp.  
Approximately 1,800 books and pamphlets are listed under five-year sections with all but the first two subject divided. Gives data on author, title, publisher, date of publication, number of pages, and British Museum call number. Most are in English, but perhaps 100 are in other languages.
- 853 Kaid, Lynda Lee; Keith R. Sanders; and Robert O. Hirsch. Political Campaign Communication: A Bibliography and Guide to the Literature. Metuchen, N.J. : Scarecrow Press, 1974.
- 854 Lasswell, Harold D. ; Ralph D. Casey; and Bruce Lannes Smith. Propaganda and Promotional Activities: An Annotated Bibliography. Minneapolis: University of Minnesota Press, 1935 (reprinted by University of Chicago Press, 1969). 450 pp.  
The first of a classic trio, this annotated volume covers communications in a broad sense and includes many references to radio (especially on pages 319-27).

## Index.

- 855 **Lent, John A.** Asian Mass Communications: A Comprehensive Bibliography. Philadelphia: Temple University School of Communications and Theater, 1975. 708 pp.  
Provides an annotated listing of publications, organizations, and other sources of media data.
- 856 **Lichty, Lawrence W., compiler.** World and International Broadcasting: A Bibliography. Washington, D.C.: Association for Professional Broadcasting Education, 1970. 881 pp.  
An unannotated listing divided basically along region and country lines (and within those categories chronologically), this is a valuable listing of books and periodical articles over five decades.
- 857 **Lingel, Robert.** Educational Broadcasting: A Bibliography. Chicago: University of Chicago Press, 1934. 162 pp.  
Basically a listing of articles, pamphlets and booklets, only a few of which have a line or two of annotation, this book is divided into two parts: an educationally-oriented listing of some 160 categories and a supplement on radio law of some 45 pages. Both parts are useful guides to the earliest publications in radio broadcasting assembled by a key member of the New York Public Library's staff. Index.
- 858 **McCoy, Ralph E.** Freedom of the Press: An Annotated Bibliography. Carbondale: Southern Illinois University Press, 1968. 508 pp.  
With nearly 8,400 entries in a large (9x12) format, this is one of the biggest annotated communications bibliographies available. It covers all aspects of the subject (including broadcasting) over a 400 year span with the stress on the last century. Attempt was intended to be comprehensive rather than selective with annotations of varied length outlining content and point of view of each book, article, or document listed. Excludes laws, newspapers and popular magazine articles, and propaganda. Index.
- 859 **Marketing Information Guide.** Garden City, N.Y.: Hoke Communications, Inc.  
Annotated bibliography of about 150 summaries of studies, reports, articles, books from some 600

market research studies, giving cost and source of each. Issued monthly.

- 860 Mass Communications: A Catalog of Dissertations, Theses, Books, and Serials. Ann Arbor, Mich.: Xerox University Microfilms, no date. 73 pp.  
This bibliography lists over 2,200 dissertations, masters theses, books and periodicals that cover aspects of mass communications. Index.
- 861 Mowlana, Hamid. International Communication: A Selected Bibliography. Dubuque, Iowa: Kendall/Hunt, 1971. 130 pp.  
A subject-divided unannotated selective listing of nearly 1,500 references divided into the following headings: theoretical basis, communication systems (by region), international news communication, communication and foreign policy, propaganda and public opinion, cross-cultural communication, communication development, communication and the space age, regulation and laws, foreign correspondents, and bibliographies. Index.
- 862 National Archives. Preliminary Inventories. Washington, D. C.: General Services Administration, National Archives and Records Service, 1941-date.  
A series of brief bibliographic guides to the collections pertaining to government agencies now on file for research purposes in the National Archives in Washington. Of interest here are: Section 54. Records of the Office of Censorship (1953), 16 pp.; Section 56. Records of the Office of War Information (1953), 149 pp.; Section 93. Records of the Federal Communications Commission (1956), 21 pp.; Section 115. Records of the Foreign Broadcast Intelligence Service (1959), 53 pp. Each lists the holdings of the Archives with brief annotations as to contents and type of material held. Invaluable for research work.
- 863 National Association of Broadcasters. Broadcast Pioneers History Project: Historical Inventory and Industry Reference Library. Fifth Report. Washington, D. C.: Broadcast Pioneers, 1969. 98 pp.  
Although prepared before the Broadcast Pioneers Library moved to its present Washington quarters in the NAB building, this listing is a good indication

of the holdings of the project at the time, and suggests the kinds of things available for research use. Index.

- 864 Nelson, Marlan. Free Press--Fair Trial: An Annotated Bibliography. Logan: Utah State University Department of Journalism, 1971. 89 pp.  
Covering nearly 600 books, periodical articles, and theses and dissertations, this reference covers the 1950-1969 period and is exhaustive, covering legal, scholarly, and trade periodical reports and articles.
- 865 Office of Telecommunications Policy. Cable Television Bibliography. Springfield, Va.: National Technical Information Service, 1972. 27 pp.
- 866 Owen, Bruce M., et al. "A Selected Bibliography in the Economics of the Mass Media." Studies in the Economics of Mass Communications Memorandum No. 99. Stanford, Calif.: Research Center in Economic Growth, Stanford University, 1970. 83 pp.  
A two-part unannotated listing: the first being an alphabetical listing, the second and longest being a subject-divided listing with headings such as theory and concepts, analysis and description, law and regulation, data sources, trade publications, technology and development, and general (each further divided). Emphasis on significant scholarly studies. The two halves are keyed by a number code.
- 867 Paulu, Burton. A Radio and Television Bibliography: Book and Magazine Articles on the Nontechnical Aspects of Broadcasting Published Between January 1, 1949 and June 30, 1952. Urbana, Ill.: National Association of Educational Broadcasters, 1952. 129 pp.  
Divided into sections on radio and television (and then subject-divided further).
- 868 President's Task Force on Communications Policy. Bibliography [on Communications Policy]. Springfield, Va.: National Technical Clearing House, U.S. Department of Commerce, 1968. 172 pp.  
Unannotated listing of documents, reports, and articles on the problems in and control of telecommunications.

- 869 Price, Warren C. and Calder M. Pickett. An Annotated Journalism Bibliography: 1958-1968. Minneapolis: University of Minnesota Press, 1970. 285 pp.  
This volume lists in alphabetical order by author name, some 2,200 books each with two to five lines of description. Coverage is all items of journalism using the term broadly. Index.
- 870 Radio and Television Bibliography. 5th edition. New York: Columbia Broadcasting System, 1942. 89 pp.  
Occasionally annotated listing of books and pamphlets (plus some articles) on all aspects of radio. Interesting 15-page listing of pre-1941 CBS publications. Nine categories in main listing. Index.
- 871 Rafi-Zadeh, Hassan. International Mass Communications: Computerized Annotated Bibliography [of] Articles, Dissertations and Theses. Carbondale, Ill.: Honorary Relation-Zone, 1972. 314 pp.  
Annotated listing of articles from Gazette, Journalism Quarterly, and Journal of Communication, plus theses and dissertations from mid-1950s through 1971 presented in alphabetical listing with 176 subject index. For the limited scope, a valuable research tool, with many references to radio and television.
- 872 Ramey, James W. Television in Medical Teaching and Research: A Survey and Annotated Bibliography. Washington, D. C.: Government Printing Office (Office of Education Publication OE-34040), 1965. 155 pp.  
A detailed reference to medical uses of television since the initial experiments of 1947, this volume contains an overview essay and then extended annotations on journal articles, papers, speeches, and books on the topic. The bibliography contains sections on basic sciences, endoscopy, eye-ear-nose-throat, microscopy, postgraduate education, psychiatry, radiology, research and diagnostic instrumentation, surgery, and a miscellaneous category. Charts and index.
- 873 Reid, J. Christopher and Donald W. MacLennan, eds. Research in Instructional Television and Film. Washington, D. C.: Government Printing Office (Office of Education Publication 34041), 1967.

216 pp.

This annotated discussion of over 300 studies covers the 1950-1964 period and deals with all aspects of televised instruction and audience reaction to same. There is a brief introductory essay summarizing the period's research, then an alphabetical listing by author. Charts, index, and photographs.

- 874 **Rose, Oscar.** Radio Broadcasting and Television: An Annotated Bibliography. New York: H. W. Wilson Co., 1947. 120 pp.

A direct predecessor in aim and format to the present volume, this is a good index to book and pamphlet publication in radio up through 1945. It attempts to be all-inclusive (except for technical studies), and thus contains a vast number of titles, especially of an ephemeral nature which are not detailed here. Index.

- 875 Schramm, Wilbur, ed. "The Effects of Television on Children and Adolescents." Reports and Papers on Mass Communication No. 43. Paris: UNESCO, 1964. 54 pp.

A fully annotated listing of 165 books, pamphlets, and articles in English and other languages dealing with topic. Includes sections on bibliographies, general studies, learning from TV, effects of violence, etc. List of periodicals mentioned and index of authors and sources. Index.

- 876 Seibert, Warren. Instructional Television: The Best of ERIC 1974-1975. Stanford, Calif.: Stanford University School of Education, 1976. 31 pp.

- 877 Shiers, George (assisted by May Shiers). Bibliography of the History of Electronics. Metuchen, N.J.: Scarecrow Press, 1972. 323 pp.

A unique and detailed guide to the technical side of broadcasting and related fields, this annotated bibliography devotes large sections to telegraphy and telephony, radio, television and facsimile, and broadcasting, plus other related sections on electromagnetic waves, recording and reproduction, personal and corporate histories, periodicals, general references, etc. Over 1,800 items are dealt with, nearly all being annotated in detail, essentially descriptively rather than evaluatively. Covered

are books, major periodical articles, some government documents, and serials. Index.

- 878 Skolnik, Roger. A Bibliography of Selected Publications on Foreign and International Broadcasting. East Lansing: Michigan State University, 1966. 62 pp.  
A listing of over 700 books and periodical citations under the following headings: foreign broadcast systems (listed by country), international broadcasting (history and propaganda), distributive systems, and current problems. Index.
- 879 Smith, Bruce Lannes; Harold D. Lasswell; and Ralph D. Casey. Propaganda, Communication, and Public Opinion: A Comprehensive Reference Guide. Princeton, N.J.: Princeton University Press, 1946. 435 pp.  
The second in a trio of related books, this volume covers publications of the mid-1934 to mid-1943 period. Over 2,500 items are covered in a highly organized bibliography with many references to domestic and international broadcasting. Index.
- 880 Smith, Bruce Lannes and Chitra M. Smith. International Communication and Political Opinion: A Guide to the Literature. Princeton, N.J.: Princeton University Press, 1956. 325 pp.  
The last of a trio of similar bibliographies, this covers material from mid-1943 to 1955 in the same highly structured and annotated format of the earlier books. Of the three, this is the only volume restricted to international communications and, like the others, it has numerous references to broadcasting among its 2,500 entries. Index.
- 881 Smith, Don C. Selected Bibliography from the Library of Congress Catalog of Books Through September 1963 Classified Under the Subjects of Radio and Television. Los Angeles: University of Southern California Department of Telecommunications, 1965. 141 pp.  
Divided into two parts: the first and longest covers books and pamphlets divided by subjects (general, advertising, education, history, literature, performance, programming, references, regulations, and research-audience), while the second part lists



government documents, periodicals, and dissertations. No annotations.

- 882 Source Catalog No. 1: Communications. Chicago: Swallow Press, 1971. 119 pp.  
A bibliographic guide to the so-called "underground" view of media, with a large proportion of the booklet devoted to audio and video media, including broadcasting. Lists organizations, community groups, books and pamphlets, etc., all annotated as to their usefulness to the aware protester. There is also coverage of theater, film, periodicals, printing and publishing, libraries, and community communications. Index and photographs.
- 883 Sparks, Kenneth R. A Bibliography of Doctoral Dissertations in Television and Radio. 3rd edition. Syracuse, N.Y.: Syracuse University School of Journalism, 1971. 119 pp.  
A classified but unannotated listing of over 900 studies in radio and television completed over a nearly 50-year span. There are 12 classifications and an index of authors in this standard list. Index.
- 884 Sperry, Robert. "A Selected Bibliography of Works on the Federal Communications Commission." Journal of Broadcasting 19: 55-113; Winter 1975.
- 885 Stroud, William. Selected Bibliography on Telecommunications (Cable Systems). Madison: Wisconsin Library Association, 1972. 38 pp.  
Emphasis on post-1970 publications on cable television with lists of state and federal documents, books, and periodical articles, divided into research reports, ordinances, hearings, and bibliographies. To be revised or supplemented on an annual basis.
- 886 Taggart, Dorothy T. A Guide to Sources in Educational Media and Technology. Metuchen, N.J.: Scarecrow Press, 1975. 156 pp.  
This book is a guide to books and periodicals. Excellent source book for individuals interested in the field of educational media. Bibliography is annotated. Index.
- 887 Television Careers: A Bibliography. New York: Television Information Office, 1966. 44 pp.

Annotated entries under headings of general, study and training, scholarships, fellowships, internships, assistantships, occupational specialties, employment opportunities, placement listings, dissertations and theses, audio-visual aids, publishers' addresses. Index.

- 888 Television and Education: A Bibliography. New York: Television Information Office, 1962. 33 pp.

One of a series of pamphlet bibliographies, this contains books and periodical articles under headings of general, operational ETV reports, research, programming, production, and technical, plus a listing of further reference sources, all of it annotated.

- 889 Television in Government and Politics: A Bibliography. New York: Television Information Office, 1964. 62 pp.

Annotated entries of books and articles under headings concerning the presidency, candidates and national elections, the "Great Debates," Congress, state and local politics, regulation, economics, practical guides to use of radio-TV, foreign, dissertations and theses, and bibliography. Especially good for material of late 1950s and early 1960s.

- 890 Van Bol, Jean-Marie and Abdelfattah Fakhfakh. The Use of Mass Media in the Developing Countries. Brussels: International Centre for African Social and Economic Documentation, 1971. 751 pp.

An immense and valuable work with over 2,500 books and articles in many languages (with annotations in French and English for each) on all aspects of the subject, this work is made more valuable by a detailed analytical structure which allows instant regional or topical access to the alphabetical listing. Coverage is from 1950 to 1969, and the annotations are in the form of brief abstracts while the sources for the work are international in scope. Index.

## 19. ANNUALS

### A. Radio

- 891 Federal Communications Commission. AM-FM Financial Data. Washington, D. C. : FCC, 1946-date.

### B. Television

See also no. 903.

- 892 Children's Television Workshop. Annual Report. New York: CTW.
- 893 David, Nina, ed. TV Season. Phoenix, Ariz. : Oryx Press.  
A complete guide to television--the programs, stars, creators, award winners--for the current seasons.
- 894 Federal Communications Commission. TV Broadcast Financial Data. Washington, D. C. : FCC.
- 895 Federal Communications Commission. Television Broadcast Programming Data. Washington, D. C. : FCC, 1973-date.
- 896 Gertner, Richard, ed. International Television Almanac. New York: Quigley Publishing Co.  
Contains statistics on television usage and TV advertising; maps showing location of major networks; Who's Who in motion pictures and television; credits for feature films; feature pictures; names and addresses of companies, producers, and distributors, television stations, advertising agencies, film distributors, organizations; as well as sections with

information on the industry in other countries.

- 897 Jennings, Ralph M., et al. Television Station Employment Practices: The Status of Minorities and Women. New York: United Church of Christ, 1972-date.
- 898 Nielsen, A. C., Co. Nielsen Television. Northbrook, Ill. : Nielsen, 1955-date.
- 899 Nielsen, A. C., Co. The Television Audience. Northbrook, Ill. : Nielsen.
- 900 Perry, Ted, ed. Performing Arts Resources. New York: Drama Books Specialists/Theater Library Association, 1974-date.  
A new series of which each volume contains 15-20 articles detailing the contents of various theater and media archives. First volume contains both actual video material and documents.
- 901 Television Factbook. Washington, D. C. : Television Digest, Inc., 1945-date.  
Issued annually (in two volumes in recent years, one for "services," the other for "stations"), this is the most exhaustive information source on television in all its aspects. Extensive information on TV audience, many pages of historical statistics, data on ownership, sales and transfers, major directory of CATV systems and equipment, and (in separate volume) coverage map and complete rate and audience data for every television station in the country, plus directory of foreign television stations. Probably the best informed and most accurate information on most aspects of the TV industry.
- 902 TV-Film Filebook. Ontario, Canada: TV-Film Filebook.  
Contains everything from sources of advertising agencies to unions and guilds.

### C. Cable Television

- 903 CATV and Station Coverage Atlas. Washington, D. C. : Television Digest, Inc.  
Contains all the FCC rules on cable television

rule-making for CATV systems. It also lists equipment manufacturers, translators, and microwaves servicing CATV systems and includes two sets of state maps graphically showing CATV systems, grade A and B contours of all stations, and 35-mile zones.

- 904 Taishoff, Sol, ed. Cable Source Book. Washington, D. C.: Broadcasting Publications, Inc.

Lists cable facts, groups, systems, equipment, brokers, consultants, broadcasters, FCC rules, Yellow Pages Buyers Guide, program suppliers, and CATV associations in the U.S. and Canada.

#### D. Public Broadcasting

See also no. 1076.

- 905 Corporation for Public Broadcasting. Public Television Program Content. Washington, D. C.: CPB, 1974-date.

- 906 Corporation for Public Broadcasting. Summary Statistics of CPB-Qualified Public Radio Stations. Washington, D. C.: CPB, 1971-date.

- 907 Corporation for Public Broadcasting. Summary Statistics of Public Television Licensees. Washington, D. C.: CPB, 1971-date.

- 908 Henry, Nelson B., ed. Mass Media and Education. 53rd Yearbook of the NSSE, Part II. Chicago: University of Chicago Press, 1954.

Concerned with the learning experiences of school children and with problems pertaining to the enrichment of classroom instruction through the introduction of and emphasis on audio-visual materials. The nature and effects of such materials are also considered with respect to their role in the functional operations of society at large.

- 909 Lee, S. Young and Ronald J. Pedone. Status Report on Public Broadcasting. Washington, D. C.: Corporation for Public Broadcasting.

E. Advertising

- 910 BBD&O (Batten, Barton, Durstine & Osborn). BBDO Audience Coverage and Cost Guide. New York: BBD&O, 1962-date.
- 911 Herdeg, Walter, ed. Graphis Annual: International Annual of Advertising and Editorial Graphics. New York: Hastings House Publishers.  
 Annual which, for more than two decades, has richly earned its world-wide reputation as the standard work reflecting the latest international trends in all design fields.

F. FCC

- 912 Federal Communications Commission. Annual Report. Washington, D. C. : Government Printing Office, 1934-date (reports for 1934-1955 reprinted by Arno Press, 1971).
- 913 Federal Communications Commission. Telecommunications. Washington, D. C. : Government Printing Office, Code of Federal Regulations (Title 47).

G. General

- 914 Barrett, Marvin, ed. Survey of Broadcast Journalism. New York: Grosset & Dunlap.  
 An annual review of broadcast news coverage of the preceding season, the forces that shaped it, and the trends most conspicuous within the 12-month period.
- 915 Booth-Clibborn, Edward, ed. European Illustration: European Editorial, Book Advertising, Television, Cinema and Design Art. New York: Hastings House Publishers.  
 Drawing its material from the widest range of European mass media and from the European publishing business this is an unparalleled showcase for the versatile talents of the leading artists and illustrators at work in Europe today.
- 916 Broadcasting Yearbook. Washington, D. C. : Broadcasting

Publications, Inc., 1935-date.

Issued annually (in recent years, in January), this guide has six major sections: general industry data, television, radio, equipment and rules, NAB Codes and program services, and a miscellaneous section. Highly detailed and accurate information.

- 917 Brown, James W., ed. Educational Media Yearbook. New York: Bowker, 1973-date.

Lengthy section each year of annotated listings of periodicals, books, and reports dealing with all aspects of educational media.

- 918 Canada Radio-Television Commission. Annual Report. Ottawa: Queen's Printer, 1968-date.

- 919 Design and Art Direction: British Graphics, Advertising, Television and Editorial Design. New York: Hastings House Publishers.

The showcase of British creative talent. It provides an essential and indispensable record of the last year's best work in six related fields: advertising and photography, television and movie advertising, and television and movie graphics.

- 920 Film/Tape Production Source Book. New York: Television Editorial Corp.

Listing of production services and supply companies.

- 921 Frost, J. M., ed. World Radio-TV Handbook. New York: Billboard Publications, 1947-date.

Contains very detailed listings of frequencies, power, and times on the air for all the world's stations (mainly shortwave).

- 922 Hall, William E., ed. Journalism Abstracts. Columbus: Ohio State University School of Journalism.

Compilation of M.A. theses and doctoral dissertations from schools and departments of journalism and communication in the United States.

- 923 Herdeg, Walter, ed. Photographis: The International Annual of Advertising, Editorial and Television Photography. New York: Hastings House Publishers.

A valuable yearly graphic arts publication.

- 924 Kline, F. Gerald and Peter Clarke, co-editors. Sage Communication Research Annuals. Ann Arbor: University of Michigan Department of Journalism and Program in Mass Communication.  
Devoted to a continuing and up-to-date survey of current thinking and research in the field of communications research.
- 925 Look-Listen Opinion Poll. Madison, Wisc.: American Council for Better Broadcasts.  
Annual poll of adults and high school students of their opinions of programs; the report is sent to networks, national advertisers, the FCC, and interested Congressional committees.
- 926 Montana Journalism Review. Missoula: University of Montana School of Journalism.  
Yearly journal of reports, research findings, and opinions about the news media, with emphasis on Montana newspapers and radio-TV stations. Includes critical articles on the press. Founded in 1958 as the first journalism review in the United States.
- 927 Studies of Broadcasting. Tokyo: Radio and TV Culture Research Institute of Nippon Hoso Kyokai, 1963-1969, 1971-date.  
An annual series issued since 1963 under NHK auspices.
- 928 Television/Radio Age: Ten City Directory. New York: TV/Radio Age.  
Includes everything from hotels and restaurants to agencies and producers in ten major cities in the United States.
- 929 United Nations Educational, Scientific and Cultural Organization. Statistical Yearbook. Paris: UNESCO, 1963-date.



## 20. PERIODICALS

### A. Radio

- 930 Journal of College Radio. Edmond, Okla.: Intercollegiate Broadcasting System, Inc. (monthly)  
Contains articles of interest to college and university broadcasters. An annual contains a directory of college radio stations.

### B. Television

- 931 Action for Children's Television Newsletter. Newtonville, Mass.: Action for Children's Television (ACT). (monthly)  
Covers actions related to children's television, ranging from FCC hearings to vitamin commercials broadcast during children's viewing hours.
- 932 Children's Television Workshop Newsletter. New York: Children's Television Workshop (CTW).  
Carries information on CTW work and actions that affect television for children.
- 933 Television Age. New York: Television Editorial Corp. (bi-monthly)  
Provides coverage of the broadcast business for buyers and sellers of radio and TV time at the agencies and advertisers. Concentrates on the economics of the broadcasting industry.
- 934 Television Digest. Washington, D. C.: Television Digest, Inc. (weekly)  
A newsletter for executives in broadcasting, consumer electronics, and allied fields. Covers developments in the television and consumer electronics

industries, FCC reports, financial reports, cable television activity, and AM-FM radio. In addition, complete details of specific activities of the FCC and the industry, such as applications for new stations and cable systems, sales and engineering data. In addition, three weekly Addenda (TV, AM-FM, and CATV) provide complete details of specific activities of the FCC and the industry, such as applications for new stations and cable systems, and sales and engineering data.

- 935 TV Guide. Radnor, Pa.: Triangle Publications.  
(weekly)  
Contains news about all aspects of television and listings of the week's television programs. There are 89 separate regional editions.
- 936 Television News Index and Abstracts. Nashville:  
Vanderbilt Television News Archive. (monthly)  
Monthly summary of the evening news broadcasts of the three major television networks--ABC, CBS, and NBC.
- 937 Television Quarterly. Beverly Hills, Calif.: National Academy of Television Arts and Sciences. (quarterly)  
Contains essays and lengthy reviews of the status of television today, with a focus on American TV. Coverage of entertainment, serious drama, broadcast journalism, personal reminiscences, political broadcasting, etc., some of the articles being regular research pieces. Began 1962; suspended publication 1971-72.
- 938 Televisions. Washington, D.C.: Washington Community Video Center, Inc. (quarterly)  
A newspaper written for individuals involved in some sort of media work.
- 939 Viewers Digest. Palo Alto, Calif.: National Correspondence Group. (monthly)  
Concerned with violence on television.

### C. Audio

- 940 Audio. Philadelphia: North American Publishing Co.

(monthly)

Discusses audio in general.

#### D. Video

- 941 Video Catalog. Boulder, Colo.: Video Catalog. (bi-annually)

An attempt to alleviate the lack of lateral communications in video and film. Prints lists, articles, graphics, ads, components, opinions, services, equipment, repairs, news and used, trades, and whatever people want video people to know.

- 942 Video Systems. Overland Park, Kan.: Intertec Publishing Corp. (bi-monthly)

The journal of closed-circuit communication.

- 943 Videocassette and CATV Newsletter. Beverly Hills, Calif.: Martin Roberts Associates. (monthly)

A newsletter containing the latest developments in the fields of videocassettes, CATV, and telecommunications. Material included from foreign correspondents giving the latest information and statistics on the electronic audio-visual field from major manufacturing countries in Asia and Europe. Readers also receive three-four in-depth Special Reports each year.

- 944 Videography. New York: United Business Publications. (monthly)

Covers all aspects of video from technical to production.

#### E. Educational

See also no. 1019.

- 945 AV Communication Review. Washington, D. C.: Association for Educational Communications and Technology. (quarterly)

Contains articles on theory, development, and research on communication media and technological processes in education, and research abstracts and book reviews on communications and technology in education.

- 946 Agency for Instructional Television Newsletter. Bloomington, Ind.: Agency for Instructional Television (AIT). (quarterly)

AIT, a non-profit American-Canadian agency, was established to strengthen education through television and other technologies. Its primary function is the development of joint program projects involving state and provincial agencies. It also acquires, adapts, and distributes television, audio-visual, and related materials.

- 947 CPB Report. Washington, D. C.: Corporation for Public Broadcasting (CPB). (weekly)

Newsletter of the CPB, carrying news, features, and general information of interest to the public broadcasting community.

- 948 Educational Broadcasting. Los Angeles: Brentwood Publishing Corp. (bi-monthly)

Detailed review of new technological and software developments in educational media.

- 949 Educational Broadcasting Review (now Public Telecommunications Review). Washington, D. C.: National Association of Educational Broadcasters. (bi-monthly)

Reprints speeches and major papers, plus some government documents, on all aspects of educational, public, and instructional broadcasting with a stress on developments in the U.S. Contains three or four research articles per issue on a wide variety of instructional technology and public policy topics. Began in 1967; formerly titled NAEB Journal.

- 950 JCET News. Washington, D. C.: Joint Council on Educational Telecommunications (JCET). (monthly)

Newsletter which covers all aspects of the electronic media, with primary focus on public broadcasting. For members only.

- 951 NAEB Newsletter. Washington, D. C.: National Association of Educational Broadcasters (NAEB). (bi-weekly)

Newsletter of member and association activities in all phases of cable, government regulation, business and professional developments, franchises, new systems, personnel changes, etc.

- 952 Public Telecommunications Review (formerly Educational Broadcasting Review). Washington, D. C.: National Association of Educational Broadcasters (NAEB). (bi-monthly)

Contains research, reporting, and opinion about public broadcasting, instructional communications, and related fields. Also publishes book reviews.

#### F. Advertising

See also no. 859

- 953 Advertising Age. Chicago: Crain Communications, Inc. (weekly)  
The main trade newspaper for the industry with details of new accounts and agency doings and periodical statistical summaries.
- 954 Advertising and Sales Promotion. New York: Crain Communications, Inc. (bi-weekly)  
Newspaper for advertising and sales promotion management, covering all of the sales promotion media and new sales promotion campaigns, personnel changes, case histories, background articles, and new product and service coverage.
- 955 CLIO Magazine. New York: American TV and Radio Commercials Festival Group. (quarterly)  
Magazine for the advertising industry.
- 956 Communication Arts. Palo Alto, Calif.: Communication Arts. (bi-monthly)  
Contains outstanding work of individuals in the design and advertising fields.
- 957 Daily Variety. Los Angeles: Daily Variety Ltd. (daily)  
Show business newspaper concentrating on Hollywood film, broadcasting, and other show business aspects.
- 958 Direct Marketing. Garden City, N. Y.: Hoke Communications, Inc. (monthly)  
Directed to national advertisers and their agencies, with marketing, advertising, and sales management news and information.

- 959 Friday Report. Garden City, N.Y.: Hoke Communications, Inc. (weekly)  
Newsletter directed to national advertisers and their agencies, with marketing, advertising, and sales management news and information.
- 960 The Gallagher Report. New York: Gallagher Report, Inc. (weekly)  
Newsletter about advertising, marketing, sales, and media with forecasts, news, trends, ideas, and latest developments in the advertising, marketing, media, and retail management fields.
- 961 Journal of Advertising Research. New York: Advertising Research Foundation. (bi-monthly)  
Reports findings of field and experimental studies related to the effect of advertising on consumers.
- 962 Journal of Marketing. Chicago: American Marketing Association. (quarterly)  
Covers new management techniques, ideas, trends, views, and solutions to existing problems in marketing.
- 963 Madison Avenue. New York: Unique Communications, Inc. (monthly)  
The advertising magazine.
- 964 Marketing. Montreal: MacLean-Hunter Ltd. (weekly)  
Canada's weekly newspaper of marketing communications.
- 965 Media Decisions. New York: Media Decisions. (monthly)  
Deals with concepts and trends in the media. Non-technical articles about media functions and roles in advertising and marketing.
- 966 Sales and Marketing Management. New York: Sales and Marketing Management. (January, March, June, September, December--monthly; other months bi-weekly)  
Published for all executives responsible for the profitable sale and marketing of their company's products and services.
- 967 SAM--The Voice of Midwestern Advertising. Chicago:

SAM Publications, Inc. (weekly)  
Newspaper which deals with advertising agencies in the midwest.

- 968 Sponsor. Duluth, Minn.: Moore Publishing Co.  
(monthly)
- 969 Standard Rate & Data. New York: Standard Rate and Data Service, Inc. (bi-monthly)  
Advertising rate information for newspapers, radio, television, magazines, farm publications, etc. Separate publication for each.
- 970 Television/Radio Age. New York: Television Editorial Corp. (bi-weekly)  
Trade periodical stressing advertising, with occasional special issues on news, the FCC, and foreign television.
- 971 Topicator. Littleton, Colo.: Thompson Bureau.  
(monthly)  
Monthly classified guide to the advertising-broadcasting trade press. Cumulated quarterly and annually. Includes articles from: Advertising Age, AV Communication Review, Broadcasting, Educational Broadcasting Review, Journal of Broadcasting, Marketing/Communications, Media/Scope, Television Age, Television Digest, Television Quarterly, TV Guide, and Variety.

#### G. Entertainment

- 972 AFTRA Magazine. New York: American Federation of Television and Radio Artists (AFTRA). (quarterly)  
Sent to 34,000 AFTRA members, with occasional articles on future developments in communications, and the status of legislation relative to performers in its jurisdiction.
- 973 Back Stage. New York: Back Stage Publications, Inc.  
(weekly)  
Newspaper with information on the entertainment world.
- 974 Billboard. New York: Billboard Publications. (weekly)

The major popular music trade newspaper with news of records, music in broadcasting, and new acts and performers.

- 975 Cash Box. New York: Cash Box. (weekly)  
Trade weekly of the popular music industry, covering top 100 in music, radio, record sales, etc.
- 976 The Hollywood Reporter. Hollywood: The Hollywood Reporter Corp. (daily)  
Newspaper with news of tinsel town.
- 977 National Academy of Television Arts & Sciences Newsletter. Beverly Hills, Calif.: National Academy of Television Arts and Sciences. (9 times a year)  
Issued to academy members, with information about the industry and its members.
- 978 Screen Actor. Hollywood: Screen Actors Guild. (quarterly)  
Sent to SAG members, with news of the Guild and the film and television industries.
- 979 Variety (Daily). Hollywood: Daily Variety Ltd. (daily)  
Daily newspaper of the entertainment industry.
- 980 Variety. New York: Variety, Inc. (weekly)  
Weekly newspaper of the entertainment industry, radio, television, theater, and movies. Also follows cable television and videocassette developments.

#### H. Technical

- 981 Broadcast Engineering. Overland Park, Kan.: Intertec Publishing Corp. (monthly)  
Edited for corporate management, technicians/engineers, and other station personnel at commercial and educational broadcast stations.
- 982 Communications/Engineering Digest. Denver: Titsch Publishing Co., Inc. (monthly)  
Reports the technologies of broadband communications.



- 983 Communicator. Washington, D. C. : National Association of Radio-telephone Systems. (monthly)  
Technical journal for radiotelephone systems.
- 984 EDN (for Designers and Design Managers in Electronics). Boston: Cahners Publishing Co. (bi-monthly)  
Technical publication for designers in electronics.
- 985 Electronics. New York: McGraw-Hill, Inc. (bi-weekly)  
Contains articles and information on such topics as cable-TV, telecommunications, spectrometers, voltage regulators, demodulators, and spectrum analyzers.
- 986 Journal of the SMPTE (Society of Motion Picture and Television Engineers). Scarsdale, N. Y. : Society of Motion Picture and Television Engineers. (monthly)  
For managers, scientists, and engineers in television, motion pictures, and related fields. Covers technical aspects of TV and motion picture production. Includes American standards and recommended practices related to test films of the SMPTE.
- 987 Multicast. Rockville Centre, N. Y. : Paul Kagan Associates, Inc. (bi-weekly)  
Newsletter of record for the new Multipoint Distribution Service Industry. MDS is the closed-circuit common carrier microwave TV and data transmission field established by the FCC.

#### I. Cable Television

- 988 Blue Sky. Denver: Denver Community Video Center. (bi-monthly)  
Newsletter which promotes exchange of information about cable and community television.
- 989 Broadband Communications Report. New York: Broadband Information Services, Inc. (bi-monthly)  
Newsletter which reports on all aspects of cable and other emerging technologies for policymakers, franchising authorities, users, and systems manufacturers.

- 990 Broadcasting--Cable. New York: Broadcasting - Cable. (monthly)  
Consumer newsletter aimed at keeping concerned citizens abreast of issues involved in regulation and litigation.
- 991 CATJ (Community Antenna Television Journal). Oklahoma City: Community Antenna Television Association, Inc. (monthly)  
Mostly technical information about CATV.
- 992 CATV Weekly (Newsweekly of Cable Television). Englewood, Colo.: Communications Publishing Corp. (weekly)  
Weekly news magazine of cable television, published every Monday. Each issue includes a franchise summary, a regular column "On Capitol Hill," and a news summary from the Washington bureau.
- 993 CM/E (Cable Management/Engineering). New York: Broadband Information Services, Inc. (monthly)  
Carries articles of interest to those responsible for operating radio/television/cable facilities. Includes regular feature interpreting FCC rules and regulations.
- 994 Cable News. Oklahoma City: Cable Communications Corp. (weekly)  
For cable television operators and others interested in cable.
- 995 Cable Tech. Englewood, Colo.: C. T. Publishing, Inc.  
The technical journal for cable television.
- 996 Cablecast. Rockville Centre, N.Y.: Paul Kagan Associates, Inc. (bi-weekly)  
Newsletter on cable TV finance.
- 997 Cablecasting and Cable TV Engineering. Ridgefield, Conn.: C. S. Tepfer Publishing Co., Inc. (bi-monthly)  
For the owners, operators, and chief technical personnel of cable systems.
- 998 Cablelines. Washington, D.C.: Cable Communications Resource Center. (monthly)

Carries articles of interest to minorities in the cable and broadcasting industries.

- 999 CableVision. Denver: Titsch Publishing Co., Inc.  
(bi-weekly)  
Contains articles and ads concerning cable television.
- 1000 CableVision's Tech Review. Denver: Titsch Publishing Co., Inc.
- 1001 The I. E. E. E. Transactions on Cable Television. New York: The Institute of Electrical and Electronics Engineers, Inc. (bi-monthly)  
Includes significant technical papers on all aspects of cable television engineering.
- 1002 Notes From the Center. Washington, D. C.: Cable Television Information Center.  
Newsletter containing current information concerning cable television.
- 1003 The Originator. Malvern, Pa.: Broadband Communications Networks, Inc. (monthly)  
Newsletter for cable television operators and aspiring user groups on current developments in programming and technical innovations in CATV in the U. S. and Canada.
- 1004 Perspective on Cable Television. Washington, D. C.: National Cable Television Association. (bi-monthly)  
An issue-oriented newsletter concerning major developments in the cable television industry.
- 1005 TVC Communications. Englewood, Colo.: Communications Publishing Corp. (monthly)  
The professional journal of cable television. Each issue includes feature articles on cable technology, local origination, and cable management as well as a summary of monthly news events.
- 1006 Urban Telecommunications Forum. New York: Urban Telecommunications Forum. (monthly)  
Newsletter concerned with the implications of cable communications for urban affairs generally.

J. Financial

- 1007 Broadcast Investor. Rockville Centre, N. Y. : Paul Kagan Associates, Inc.  
Newsletter containing financial data on buying and selling radio-TV stations.
- 1008 Communications Investor. Rockville Centre, N. Y. : Paul Kagan Associates, Inc. (bi-weekly)  
Newsletter on investments in radio-TV, cable TV, newspaper publishing, and other communications companies, both private and public.

K. International

- 1009 CTVD. Newberry, S. C. : Hampton Books. (quarterly)  
Reviews the serious foreign-language cinema and television press, plus original articles.
- 1010 EBU Review, Geneva edition (Programmes Administration, Law). Geneva: European Broadcasting Union (EBU). (bi-monthly)  
Published by the European Broadcasting Union, every other issue is devoted to programs, administration, and law of European and other foreign and international systems; alternating month is a technical issue. Perhaps the best source of scholarly analysis and writings by foreign broadcasters on comparative systems.
- 1011 International Radio & Television Society Newsletter. New York: International Radio and Television Society (IRTS). (monthly)  
For IRTS members, with information concerning the organization.
- 1012 Radio/Television: Review of the International Radio & Television Organization. Prague, Czechoslovakia: U. Mrazovky. (bi-monthly)  
International journal of radio/television with articles in various languages. Articles include both production and technical.
- 1013 Telecommunication Journal. Geneva: International Telecommunication Union. (monthly)

Covers technology, union news, latest equipment, and work in telecommunications. Printed in English, Spanish, and French.

- 1014 Telecommunications Reports. Washington, D. C. :  
Telecommunications Publishing Co. (weekly)  
Newsletter which covers legislative, regulatory, tax, and business developments affecting the domestic and international telecommunications industry, including satellite communications.
- 1015 Television International. Hollywood: Television International Publications, Ltd. (bi-monthly)  
Coverage of European and American television technology and programming. Contains editorials, book reviews, and interviews. Distributed to 138 countries.
- 1016 Television/Radio Age International. New York: Television Editorial Corp. (quarterly)  
Contains articles concerned with international broadcasting.

#### L. Industrial

- 1017 Broadcast News. Camden, N. J. : RCA. (quarterly)  
Gives data, specifications, and applications of new company products.
- 1018 Business Radio/Action. Washington, D. C. : National Association of Business and Education Radio, Inc. (monthly)  
Primarily for business radio users.
- 1019 Educational and Industrial Television. Ridgefield, Conn. : C. S. Tepfer Publishing Co., Inc. (monthly)  
Contains technical and practical information related to educational and industrial television. Also contains a section on VTR technology. Periodical directories of TV equipment. Bi-monthly section regarding cartridge cassette formats.
- 1020 Industrial Photography. New York: Industrial Photography. (monthly)  
Magazine for in-house photographers and