

LEGAL RESEARCH GUIDE TO TELEVISION BROADCASTING AND PROGRAM SYNDICATION pdf

1: Broadcast Regulation and FCC Policy Decisions – Telecommunications

Get this from a library! Legal research guide to television broadcasting and program syndication. [Teresa A Lee].

The FCC is charged with regulating all non-federal government use of the radio spectrum including radio and television broadcasting, and all interstate telecommunications wire, satellite and cable as well as all international communications that originate or terminate in the United States. The President designates one of the Commissioners to serve as Chairperson. The Chairperson is the chief executive officer. The Chairperson delegates management and administrative responsibility to the Managing Director. The Commissioners supervise all FCC activities, delegating responsibilities to staff units and Bureaus. The responsibilities of Bureaus include processing applications for licenses and other filings, analyzing complaints, conducting investigations, developing and implementing regulations, and participating in hearings. The following are the seven Bureaus: CGB coordinates telecommunications policy efforts with industry and with other governmental agencies – federal, tribal, state and local – in serving the public interest. International Bureau – represents the Commission in satellite and international matters. Media Bureau – regulates AM, FM radio and television broadcast stations, as well as cable television and satellite services. Wireless Telecommunications – oversees cellular and PCS phones, pagers and two-way radios. This Bureau also regulates the use of radio spectrum to fulfill the communications needs of businesses, aircraft and ship operators, and individuals. Wireline Competition Bureau – responsible for rules and policies concerning telephone companies that provide interstate, and under certain circumstances intrastate, telecommunications services to the public through the use of wire-based transmission facilities. Even though the Bureaus and Offices have their individual functions, they regularly join forces and share expertise in addressing Commission issues. The following are the ten offices: Office of Communications Business Opportunities – provides advice to the Commission on issues and policies concerning opportunities for ownership by small, minority and women-owned communications businesses. Office of Engineering And Technology – allocates spectrum for non-Government use and provides expert advice on technical issues before the Commission. Office of Inspector General – conducts and supervises audits and investigations relating to the operations of the Commission. Office of The Managing Director – functions as a chief operating official, serving under the direction and supervision of the Chairman. Office of Work Place Diversity – advises the Commission on all issues related to workforce diversity, affirmative recruitment and equal employment opportunity.

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2: Taylor J. Howard, Esq. Attorney Profile on UpCounsel

*Legal Research Guide to Television Broadcasting and Program Syndication (Legal Research Guides) [Teresa A. Lee] on www.enganchecubano.com *FREE* shipping on qualifying offers.*

Television Programming - I Probably the highest stakes "game" in the world is television programming. Hundreds of millions of dollars are won and lost each year. The players are primarily the New York network executives who decide what programs should and should not be on U. The programs that come before and after each show must be carefully weighed, as well as what the other networks are offering in each of these same time slots. Added to this are target audience demographics characteristics such as age, race, sex and economic level , program promotions, and advertiser appeal. Each of these factors is crucial for having a successful show and a successful season. You Are Probably Abnormal! First, you have to accept the fact that you are probably "abnormal. This is the LCD or lowest common dominator network target audience we discussed in a previous module. Who wants to be "average," anyway? If you are in college and of college age, that makes you "non-normal" in itself. Most TV viewers do not have a college education, and they are older than you are. That means that they will probably like and dislike different things in life -- including TV programs. Viewers who say, "That program is terrible, why does it stay on TV? So, if they wanted to keep their jobs With so many cable and satellite options available, audiences now tend to be fractured into narrower areas of interest. The same goes for television programming. This technique is referred to as counterprogramming. Counterprogramming can also involve other demographic characteristics. For a program that appeals to an older audience you might want to counterprogram with something that appeals to a younger audience. For a program that appeals to a sophisticated audience, think about a program that appeals to a not-so-sophisticated audience. Deciding on a target audience also involves your advertisers. A show that has commercials for expensive cars, designer clothes, exotic vacation spots, and upscale restaurants will have to appeal to an audience that can afford these things. In fact, demographics are important to advertisers in any of the mass media: TV, radio, newspapers, magazines and books. Scheduling Strategies The audience that leads into your show is important. This is especially true for viewers who get TV free off of the air, rather than from cable or the Internet, where their many more options. If your show comes after one that has high ratings, your show will benefit through audience flow. When a station or network schedules a number of programs consecutively that have a similar demographic appeal, this is referred to as stacking. Often, networks will stack a series of sitcoms together, assuming that audience flow will hold viewers for several hours. By putting a new or weak show between two popular shows, audience flow will tend to bring up the new or weak show through what is called the hammock effect. This, of course, helps the new or weaker show -- and may result in it "catching on" and becoming popular in its own right. Somewhat related is the concept of tentpoling, or using popular, well-established TV shows scheduled in pivotal time periods to boost the ratings of the shows around them. Related programming techniques include: Hotswitching where programmers eliminate any pause between the end of one program and the start of the next one -- generally at the top of the hour. The idea is to immediately get viewers involved in the next program before they are tempted to switch channels. Cross-programming involves the interconnection of two different shows. Bridging is used when one TV program intentionally extends beyond the normal end point of programs on the other channels. Stripping is when episodes of the same syndicated series are scheduled Monday through Friday at the same time. Not having to wait an entire week to see the next episode of a series as they would with first-run network series is an attractive option to many viewers. Marathons often take place on weekends and during holiday periods when viewers are apt to have more time to watch TV. Stunting In an effort to boost audience size you often see stunting using special programming or plot gimmicks by networks during sweeps the four weeks or so when ratings are done For example, you may find that a key person in a dramatic series gets married, has a baby, gets shot, or whatever. Another stunting technique is to have a famous person appear in an episode --

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typically, a famous actor, political figure, athlete, or singer. In each of these cases, "the event" is heavily touted in promos on-air promotions for the show. One of the earliest and most famous instances of stunting in this case to hold the interest of viewers from the end of one season to the start of the next was in "Dallas" an weekly drama, to The key actor in the series a man who everyone loved to hate was shot by an unknown person and rushed to the hospital just as the series ended for the season. Over the summer, the secret as to "who shot J. However, several versions of the subsequent episode were filmed and no one knew for sure which version would air. When the series did start again, more people were watching in the United States than voted in the previous presidential election. How else could the series continue? Today, of course, we commonly see such "cliffhangers" at the end of seasons.

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3: Entertainment Law: Forms and Analysis – USLegal, Inc.

Legal research guide to television broadcasting and program syndication by Teresa A. Lee. Title of book: Legal research guide to television broadcasting and program syndication by Teresa A. Lee.

Search Google or your favourite search engine to find: You may also find records of government funding to these productions, in annual reports and other publications of the funding agencies, such as the Canadian Media Fund. Organization or corporate research Start your research by asking "Is it a for-profit organization or non-profit? Non-profits frequently put this information on their homepage or under a link labeled "About" or "Mandate", etc. Non-profit organizations are usually incorporated under legislation which dictates their structure and reporting requirements, for example, in BC, the Society Act. Non-profit organizations generally hold annual general meetings and publish annual reports of their activities and finances. However, these may not be easy to find on the web. Alternatively, you may find copies available at the physical business office of the organization or in the municipal public libraries where they are located. The Central Branch of Vancouver Public Library often holds copies of annual reports for well-established non-profit organizations in their collection which you can consult on site. Many of these are in the Social Science division. If the organization is Canadian and has charitable status meaning you can get a tax deduction for donations to them, you may be able to find useful financial information in the forms submitted annually to Revenue Canada. Use the Registry of Charities to search for your organization by name and then view the forms. The number of employees and other useful information is contained in these forms as well. To find other information about local non-profit arts organizations, search in newspaper databases, particularly Canadian Newsstream and the Vancouver Public Library created database called the BC Index because these index community newspapers which are more likely to cover smaller local organizations. Public companies must operate within strict rules and regulations set by the jurisdiction where their stock are traded, such as the requirement for governance by a board of directors. Public companies are also required by securities regulatory agencies to publish and distribute certain types of documents to investors, such as annual and quarterly financial statements. Increasingly these documents are also found on corporate web sites, linked from financial investment sites such as Yahoo Finance, in a database at the web sites for securities regulatory agencies, etc. This makes it reasonably easy to find financial and other information you need for your company profile. Individuals are far less likely to be incorporated as public companies, though that may change in the future. Private companies are held privately, by one or more parties, and do not trade in the open market. Thus, in general, these companies are not required to publish public financial statements. How do you find out whether a company is public or private? There are far more private companies than public companies: Start by searching some of the sources listed under the Annual Reports section to see if your company has been required to file documents with the securities regulatory agency. If the parent company is a public company, the annual report for that company may contain information about your company. To find the parent company name, check for the name of your company in these sources: MINT Global Information - including ownership charts and subsidiary lists - on over 50, publicly-traded companies and 5 million private companies from around the world. LexisNexis corporate affiliations [print] Who owns whom: Company web sites can be an excellent information resource about the company, including mission statements, press releases, and annual reports. As well as browsing the company homepage to get a sense of the content of the site, look for links labelled "About Us", "Our company", "For investors", "Corporate information", "Investor relations", etc. Look for links to financial information, annual reports, press releases, recent initiatives, corporate social responsibility, etc. If your company is a subsidiary, you may need to go to the parent company site for complete information. When using information from a company web site, consider the promotional nature of these pages and be sensitive to any evidence of bias. Ensure a balanced picture by seeking out additional, more objective sources of information. The annual report also contains detailed information about company operations for the year,

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often outlining activities in specific industry sectors or international operations as appropriate. Detailed financial statements and analysis are provided for the most current year and often for prior years, to allow the reader to make a comparison. Annual reports can often be found on the company web site under a link labelled "For investors" or "Investor information. If you need help with interpretation of the annual report data, try these sites for some basic tips: Guide to understanding basic financials from the IBM corporate site The security regulatory agencies may provide access to the documents which publicly-traded companies are required to file, such as annual reports and financial information: Contains annual reports, press releases, and other public documents for most public companies in the US. Search by company name and then select documents according to the description and release date. Includes annual reports, interim financial statements, press releases and prospectuses. Search by company name. Corporate reporting services produce reports to support the business of investment. Datamonitor company reports in Business Source Complete database In-depth reports: Information on over 50, publicly-traded companies and 5 million private companies from around the world. LexisNexis Enter the company name or stock ticker symbol in the company search. Use the options in the sidebar to view different types of information. The link to financial information is particularly useful, providing useful overviews of company operations, revenues, etc. In more general texts, use the table of contents or back-of-the-book index to find relevant pages within. To find books and reports that focus on your organization, do a subject search, in the SFU Library catalogue, for the full formal name e. You can also find annual reports and other documents issued by your organization, if you use their name as an author search. You can look at these over time to track changes. Corporate web sites usually include annual and quarterly reports, news releases, history and other pertinent information, often under links labelled "About" or "Investor Relations" if a public company. You can find discussions of academic and legal research related to broadcasting policy in Canada and other countries in these databases: Canadian Electronic Library contains the full text of reports from a variety of Canadian public policy institutes, research institutes, think tanks, advocacy groups, government agencies and university research centers. Search this database for reports by or about your institution. Canadian Research Index includes records for policy documents from all levels of Canadian government. Many of these records include URLs for the full report. If not, you can search the web for the document title. Failing this, most reports are available on microfiche, filed by the Microlog ID number in the record green box in the example above. The microfilm collection is housed on the 6th floor of the Bennett Library. As well as databases, check out the web sites for federal government and parliamentary bodies, for example:

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4: Sony Pictures TV Ad Sales and Research Chief Amy Carney to Exit – Variety

The FCC promulgated the seven-station rule, multiple-ownership and cross-ownership restrictions, and cable television-broadcast television cross-ownership rules to promote a diverse group of owners and opinions in various markets and geographical areas.

Motivation[edit] Web syndication involves it. For the subscribing sites, syndication is an effective way of adding greater depth and immediacy of information to their pages, making them more attractive to users. For the providing site, syndication increases exposure. This generates new traffic for the providing site—making syndication an easy and relatively cheap, or even free, form of advertisement. Content syndication has become an effective strategy for link building, as search engine optimization has become an increasingly important topic among website owners and online marketers. Links embedded within the syndicated content are typically optimized around anchor terms that will point an optimized[clarification needed] link back to the website that the content author is trying to promote. These links tell the algorithms of the search engines that the website being linked to is an authority for the keyword that is being used as the anchor text. The prevalence of web syndication is also of note to online marketers , since web surfers are becoming increasingly wary of providing personal information for marketing materials such as signing up for a newsletter and expect the ability to subscribe to a feed instead. Web syndication formats include RSS and Atom. History of web syndication technology Syndication first arose in earlier media such as print , radio, and television , allowing content creators to reach a wider audience. As a commercial model[edit] Conventional syndication businesses such as Reuters and Associated Press thrive on the internet by offering their content to media partners on a subscription basis, [6] using business models established in earlier media forms. Commercial web syndication can be categorized in three ways: There are different structures of partnership agreements. One such structure is licensing content, in which distribution partners pay a fee to the content creators for the right to publish the content. A third structure is free, or barter syndication, in which no currency changes hands between publishers and content producers. This requires the content producers to generate revenue from another source, such as embedded advertising or subscriptions. Alternatively, they could distribute content without remuneration. Typically, those who create and distribute content free are promotional entities, vanity publishers, or government entities. There are two methods for selecting distribution partners. The content creator can hand-pick syndication partners based on specific criteria, such as the size or quality of their audiences. Alternatively, the content creator can allow publisher sites or users to opt into carrying the content through an automated system. Some of these automated "content marketplace" systems involve careful screening of potential publishers by the content creator to ensure that the material does not end up in an inappropriate environment. Just as syndication is a source of profit for TV producers and radio producers, it also functions to maximize profit for Internet content producers. As the Internet has increased in size [7] it has become increasingly difficult for content producers to aggregate a sufficiently large audience to support the creation of high-quality content. Syndication enables content creators to amortize the cost of producing content by licensing it across multiple publishers or by maximizing distribution of advertising-supported content. A potential drawback for content creators, however, is that they can lose control over the presentation of their content when they syndicate it to other parties. Distribution partners benefit by receiving content either at a discounted price, or free. One potential drawback for publishers, however, is that because the content is duplicated at other publisher sites, they cannot have an "exclusive" on the content. For users, the fact that syndication enables the production and maintenance of content allows them to find and consume content on the Internet. One potential drawback for them is that they may run into duplicate content, which could be an annoyance. E-commerce Web syndication has been used to distribute product content such as feature descriptions, images, and specifications. As manufacturers are regarded as authorities and most sales are not achieved on manufacturer Web sites, manufacturers allow retailers or

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dealers to publish the information on their sites. Through syndication, manufacturers may pass relevant information to channel partners.

5: CMNS (Catherine Murray):Broadcasting Policy and Regulation Research guide | SFU Library

Use this guide to access primary sources such as legislation and case law, and secondary sources such as books, journal articles, dictionaries, encyclopaedias and more. Use this guide to access commonly used legal research resources.

6: Home Â· Sponsor Portal

a free, interactive mass media course. Even so, for some time to come network television -- ABC, CBS, FOX and NBC -- will dictate the success or failure of TV series -- including much of the programming that ends up on the cable and satellite channels in the form of off-network reruns.

7: Find Market Research Vendors - Advanced Search | www.enganchecubano.com

In early , BYU Law was a host site for the first-ever Global Legal Hackathon, which featured (among other things) state-of-the-art research on topics related to mergers and acquisitions. The school has also been recognized for its work with the LawX clinic, a legal design lab that solves one legal challenge a semester.

8: Mass Media Course: Television Programming

Ray Allen. Director, Program Lineups at CBS TV Distribution. Legal, Research, Finance, and Advertising & Promotion departments in the loop with essential info. Co-created a "Syndication.

9: News - Legal Research Guide - UQ Library Guides at University of Queensland Library

At the Android TV Summit, Broadpeak's CDN and streaming solutions will be demonstrated, showing support for the world-class Android TV operating system, including a demo of the operator-tier.

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