

## **Communications/Journalism (Orange stripe)**

◆This section of the career library contains books, pamphlets, notebooks, and printouts on fields within communications and journalism ranging from entertainment to technical writing to public relations to broadcasting, to name a few of the topics that can be found here.

◆The following is a list of some of the resources in this section that prove particularly helpful. As this section of the library is vast, the resources highlighted are, by no means, comprehensive.

### *O'Dwyer's Directory of Public Relations Firms, 2000*

This resource contains ranked listings of 2,660 public relations firms and public relations departments within advertising agencies. Firms are organized geographically, and are also classified according to 18 areas of specialization, such as beauty and fashion, hi-tech, sports, and travel. The last section of the directory cross-indexes 19,000 client organizations. This tool can be accessed online as well at [www.odwyerpr.com](http://www.odwyerpr.com).

### *Plunkett's Entertainment & Media Industry Almanac, 2000-2001*

This research tool provides a great deal of industry background information, as well as listings of contact information for individual organizations. The book covers major trends in the industry, descriptions and statistics of various segments of the industry, contacts for government agencies, industry organizations, and trade groups, major technologies that are creating change in the industry, production budget examples, and discussions of career choices.

### *U.S. Directory of Entertainment Employers, 2001-2002*

Included in this resource are listings of 3,400+ employers in over 40 different fields within the entertainment industry. Such fields include animation, film production, music publishing, product placement, major studios, talent management, and special effects houses, to name a few. Also included are sections dedicated to industry resources such as education and training, executive recruiters, staffing services, trade guilds, etc.

### *Writer's Market: 8,000 Editors Who Buy What You Write, 2000*

This is a helpful resource in deciding where and how to submit your writing to appropriate markets. Each listing contains information about the editorial focus of the market, how it prefers material to be submitted, payment information, and other tips. This book also includes a list of literary agents, interviews with authors, and articles related to marketing your writing.

#### ◆Directories of interest:

##### *Burrelle's Media Directory (5 volumes)*

- Radio
- Television and Cable
- Magazines and Newsletters
- Daily Newspapers
- Non-Daily Newspapers

##### *Gale Directory of Publications and Broadcast Media (4 volumes)*

Organized by networks and syndicates, as well as by regional markets

◆This section works best for students when used in conjunction with resources from other sections of the library. The following is a short list of titles from other sections of the library that may be useful complements to Communications/Journalism:

*Internships: The Music and Entertainment Industry Internship Guide For Undergraduate and Graduate Students*, 2000

*Internships in New Media: Computer Graphics, Animation, Multimedia*, 1999

*The Student Guide to Mass Media Internships*, 1998

◆Web sites are another helpful aid in gathering information about organizations and in finding actual job listings.

The following sites offer information about the public relations industry:

Council of Public Relations Firms: [www.prfirms.org](http://www.prfirms.org)

[www.workinpr.com](http://www.workinpr.com)

Public Relations Online-The PR Resource Center: [www.public-relations-online.net](http://www.public-relations-online.net)

The following sites offer information about journalism and publishing:

Major US Trade Publishing Houses: [www.infoplease.com/ipea/A0154437.html](http://www.infoplease.com/ipea/A0154437.html)

Book and Magazine Publications: [www.infoplease.com/ipea/A0154462.html](http://www.infoplease.com/ipea/A0154462.html)

Broadcast Journalism and related fields: <http://dmoz.org/News/Media/Broadcast/>

Columbia University Journalism Library:

<http://www.columbia.edu/cu/lweb/indiv/jour/subject/bro.html>

The following sites offer information on the entertainment industry:

[www.Showbizjobs.com](http://www.Showbizjobs.com)

[www.entertainmentcareers.net](http://www.entertainmentcareers.net)

Entertainment Employment Journal, jobs and internships in film, TV, cable, radio: [www.eej.com](http://www.eej.com)

[www.4entertainmentjobs.com](http://www.4entertainmentjobs.com)