

## On-Campus Resources

The hyperlinks below can be accessed while on campus. Listed call numbers are for Syracuse University's Bird Library. If you would like to use these resources off campus, check with your local library. Many libraries may also have access to listed online resources—you just have to ask!

### —Digital Directories—

#### SRDS ONLINE MEDIA SOLUTIONS

<http://libezproxy.syr.edu/login?url=http://next.srds.com/nmp?newsess=y>

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

- Consumer Magazine Media
- Business Magazine Media
- Local Media by DMA (designated marketing area)
- Newspaper Media
- Radio Media
- TV & Cable Media
- Out of Home Media
- Digital Media (SU Libraries access to this newer part of SRDS has been temporarily available on a free trial basis only, but may be licensed in future on an ongoing basis, pending assessment of the cost and content for that portion of SRDS)

#### ADVERTISING AGE DATA CENTER

<http://libezproxy.syr.edu/login?url=http://adage.com/portal/rqZVf5RMee>

From Ad Age/Crain Communications, SU Libraries licensed access to the Data Center portion of this Ad Age website includes links to:

- Company Profiles
- Agency Reports, with rankings and analysis of advertising agencies and agency networks
- Fast Facts Lists on digital media and marketing
- Rankings of media companies and circulation rankings for print magazines and newspaper titles
- Annuals and Fact Packs, which include Ad Age's state of the industry reports and fact packs that address digital marketing. Job seekers may wish to visit the "jobs" link at this Ad Age site, and register with the service called "Talentworks," which includes specific job listings in advertising and supports upload of resumes.

#### 4AS AD AGENCY SEARCH ENGINE

<http://www.aaaa.org/pages/AgencySearch.aspx>

Search tool from the American Association of Advertising Agencies for identifying specific advertising agencies based on various geographic, services and organizational size criteria

#### LEADERSHIP LIBRARY ON THE INTERNET

<http://libezproxy.syr.edu/login?url=http://lo.bvdep.com/default.asp?curp=1>

From the menu called "explore organizations," select "news media," where subsidiary directory information underneath that news media category includes detailed contact information for:

- Editorial Boards
- Foreign Media Outlets
- Hispanic and Latino Media
- News Bureaus
- News Desks
- News Services
- Newspapers
- Online Media
- Periodicals
- Programs
- Publishers
- Radio Networks
- Television Networks
- Television Stations

Leadership Library on the Internet also offers a detailed function for zeroing in on desired contacts – called "build a list." Leadership Library on the Internet also contains an extensive array of other directories for assembling contacts lists for office holders in all branches of the U.S. government, law firms, nonprofit organizations, companies, political advocacy organizations, organizations in the health care and energy industries as well as access to a general directory of over 400 trade associations in a wide variety of fields

### **CALL SHEET (FORMERLY ROSS REPORTS)**

<https://summit.syr.edu/vwebv/holdingsInfo?bibid=2659245>

Bird Library, Current Periodicals, 2nd Floor (does not circulate)

Filed in alphabetical order – under “C” -with recent issues shelved at Bird. Published by Nielsen Business Media, described as a pocket guide to the television and film industry. Provides the names, addresses and phone numbers of casting directors, agents, network prime-time programs, daytime dramatic serials, television and network producers/packageers, and films in preparation and development in both New York and Los Angeles. Every issue highlights a different aspect of the film and television business, voice-overs, comedy casting, cable television, acting schools, and interviews with talent agents, casting directors and producers. Back issues covering 2009 thru present can be requested from the Library’s storage facility-by clicking on the request entire journal volume link within the Classic Catalog link to Call Sheet (next business day delivery to Bird Library, Sunday thru Friday). For 2008 and prior, this title is listed in the Library’s catalog under “Ross Reports Television & Film”

### **PLUNKETT RESEARCH ONLINE**

<http://libezproxy.syr.edu/login?url=http://www.plunkettresearch.com/login.aspx>

Plunkett contains a multipart section that covers trends, association lists and other data for the industry of “Entertainment & Media.” Newhouse students may also wish to consult Plunkett’s reports on “Advertising, Branding & Marketing” or “Ecommerce & Internet.” For SU Libraries list of several other recommended market research databases, visit the “market research” section of the Library’s “Business Information Guide” at <http://researchguides.library.syr.edu/content.php?pid=48498&sid=357015>.

### **BUSINESS INSIGHTS ESSENTIALS**

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

[http://libezproxy.syr.edu/login?url=http://infotrac.galegroup.com/itweb/nysl\\_ce\\_syr?db=BIE](http://libezproxy.syr.edu/login?url=http://infotrac.galegroup.com/itweb/nysl_ce_syr?db=BIE)

### **REFERENCE USA**

Sizable company directory for U.S. companies of most any size <http://libezproxy.syr.edu/login?url=http://www.referenceusa.com>

### **MERGENT INTELLECT**

<http://libezproxy.syr.edu/login?url=http://www.mergentintellect.com/index.php>

Primary company and industry directory with a “job search” feature, company news, industry profiles, and company financial data.

### **HOOVER’S COMPANY PROFILES (VIA PROQUEST)**

Well known database that profiles selected private companies

<http://libezproxy.syr.edu/login?url=http://search.proquest.com/hooverscompany?accountid=14214>

### **PROQUEST**

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

<http://libezproxy.syr.edu/login?url=http://search.proquest.com/?accountid=14214>

### **LEXISNEXIS ACADEMIC & SUMMON**

Provides additional background on any search for a known proper name of a company, a brand name, industry association name, name of a technology or product, name of a person

<http://libezproxy.syr.edu/login?url=http://www.lexisnexis.com/hottopics/lnacademic>

<http://syracuse.summon.serialssolutions.com/advanced>

## —Specific Trade Publications—

### **HOLLYWOOD REPORTER**

From this Classic Catalog link and the subsequent link labeled “get it” – full text, click on the link labeled “journal” that is adjacent to “Business Insights Essentials,” where articles available cover all issues of this publication for 1997 thru present.

<http://summit.syr.edu/vwebv/holdingsInfo?bibId=3972557>

### **DAILY VARIETY**

From this Classic Catalog link and the subsequent link labeled “get it” – full text, click on the link labeled “journal” adjacent to “Business Insights Essentials,” where articles available cover all issues of this publication for 1997 thru present.

<http://summit.syr.edu/vwebv/holdingsInfo?bibId=2591378>

### **PRWEEK (U.S.)**

From this Classic Catalog link and the subsequent link labeled “get it” – full text, click on the link entitled "journal" adjacent to the option called "single journals." Alternatively, click on the link labeled “journal” adjacent to “Business Insights Essentials,” where articles available cover all issues of this publication for 2001 through present.

<http://summit.syr.edu/vwebv/holdingsInfo?bibId=3281788>

## —Printed Publications—

### **WILLING'S PRESS GUIDE**

Carnegie Library Z6956 E5 W5 (1928 - current)

Latest edition is shelved at Bird Library, 2nd floor "reference" section-under this same call number

A highly recommended multivolume print directory useful for any job seeker looking for media contacts covering magazines, newspapers, and TV/radio stations located outside of the United States

### **O'DWYER'S DIRECTORY OF PUBLIC RELATIONS FIRMS**

Available in Newhouse Career Development Center (313 Newhouse 3)

Also in Bird Library, Reference, 2nd Floor (does not circulate) HM263 O37

### **TELEVISION & CABLE FACTBOOK**

Available in Newhouse Career Development Center (313 Newhouse 3)

Also in Bird Library, Reference, 2nd Floor (does not circulate) TK6540 T4531

### **WORLD RADIO TV HANDBOOK**

Available in Newhouse Career Development Center (313 Newhouse 3)

Also in Bird Library Reference, 2nd Floor (does not circulate) TK 6540 W67

### **WRITER'S MARKET**

Bird Library, Reference, 2nd Floor (does not circulate) PN161 W83

### **EDITOR & PUBLISHER INTERNATIONAL YEARBOOK**

Bird Library, Reference, 2nd Floor (does not circulate) PN 4700 E42

## **Public Communications Librarian**

Questions? Trouble finding or using a resource on campus? Contact Michael Pasqualoni:

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