

HuffPo Bloggers Raise Status and Pay Concerns: Responses to the AOL-Huffington Post Merger

Ryan Fuller, Ethan Tussey, Michael Curtin, Joshua Green

Executive Summary

The recent merger of AOL and the Huffington Post focused public attention on the important role unpaid contributors play in the success of many Internet businesses. Although the Huffington Post is staffed in part by paid editors and curators, much of the content is generated by unpaid, individual bloggers, many of whom are prolific and popular with readers. Consequently, at the time of the merger, some critics wondered whether a portion of the \$315 million in proceeds should be shared with HuffPo bloggers. And among the bloggers themselves, heated discussions ensued about compensation and conditions of labor. The Media Industries Project (MIP) of the Carsey-Wolf Center at UC Santa Barbara analyzed more than five hundred press reports and blog postings about the merger, and surveyed a select sample of HuffPo's most frequent bloggers.

This study provides the first systematic exploration of HuffPo bloggers' opinions about this merger and the value of their contributions to online journalism. Responses from the survey provide crucial insights regarding the current status and future prospects of creative workers in the online world. MIP's major findings include:

- Ninety-six percent of those surveyed believe that their postings are equal to or more valuable than contributions made by paid editors and curators at HuffPo.
- Sixty-nine percent believe bloggers should share in the \$315 million payday.
- A majority (54%) say HuffPo should develop a flat-rate payment schedule for contributors (based on words per post, for example).
- Most respondents (54%) say HuffPo bloggers should press their case through some form of concerted action, such as online organizing or unionization.
- Despite mixed feelings about the merger, the majority (92%) of our sample indicates it will continue writing for HuffPo after the merger.
- Almost half (46%) of our respondents say they will contribute because they benefit from the exposure their work receives at HuffPo, which in turn generates ancillary opportunities, such as book sales or consulting jobs.

Future Of Media And Advertising In Europe Executive Summary

Paul Copley



Future Of Media And Advertising In Europe Executive Summary:

The Future of Media and Advertising in Europe DIANE Publishing Company,1996-11 Indicates that advertising trends in the dominant media newspapers magazines commercial TV do not suggest a short term shift in advertising revenue streams caused by new media There is a period of up to 5 years for experimentation restructuring of businesses to take advantage of changes in media advertising likely to occur over the next decade One of the major drivers of change in the media in advertising will be a need for new media services to gain a share of the advertising dollar 14 recommendations to private public sectors **The Future of Media and Advertising** ,1995 The European Media Industry Cathy Stewart,Julian Laird,1994 **Euro Abstracts** ,2001 **I & T Magazine News Review** ,1995 European Media in the Digital Age Richard Rooke,2013-11-04 This introductory textbook for Media and Communication Studies students is designed to encourage observation and evaluation of the European media in the digital age enabling students to grasp key concepts and gain a broad and clear overview of the area It also introduces the principal debates developments legislative commercial political and technological and issues shaping the European media today and examines in depth the mass media digital media the internet and new media policy Understanding today's media scene from print to audiovisual needs a wider view and this book helps make comprehensible the European media within a broader global media landscape The text is pedagogically rich and explores a variety of approaches to help the reader gain a better understanding of the European media world Students are encouraged to start thinking about statistics relating this to economics analysing regulations and combining media theories with theories of European Union integration The book also includes the use of case studies illustrations summaries critical reflections and directions to wider reading The European Media in the Digital Age is recommended for all Media Studies students and is also of key interest to students of Politics and Policy Business Studies International Studies and European Studies **Global Journalism** Daniela V. Dimitrova,2021-08-10 Global Journalism Understanding World Media Systems provides an overview of the key issues in global journalism today and traces how media systems have evolved over time in different world regions Taking into account local context as well as technological change across media industries the book offers an up to date thorough overview of media developments in all world regions embedded in their unique political cultural and economic context Covering theoretical foundations of global journalism from the classic Four Theories of the Press to more nuanced media models this text proposes a framework for studying world media systems Contributed chapters cover a wide range of topics including media freedom global news cultures professional ethics and responsibilities and education of global journalists as well as the role of technology and issues such as fake news soft power and public diplomacy foreign news reporting and international news flow Visit Globaljournalism.org to access additional class materials case studies and multimedia *Millennials, Generation Z and the Future of Tourism* Fabio Corbisiero,Salvatore Monaco,Elisabetta Ruspini,2022-06-23 This book examines the lifestyles expectations and plans of Millennials and Generation

Z and how they are redefining tourism It demonstrates that if the tourism industry is to enjoy future growth it must understand and meet the particular needs of these two generations The volume explores the present and future challenges faced by the tourism industry as a result of the generational turnover and seeks to answer the following questions What contribution can the new generations make to the future of tourism How are technological advancements and social networks shaping future travel trends Can a generational perspective be useful to help the tourism industry recover from the COVID 19 crisis The book will be of interest to researchers and students of sociology and tourism studies as well as tourism professionals

International Encyclopedia of Business Management ,2025-09-01 The Encyclopedia of Business Management Four Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management Each entry is written in an accessible manner making complex concepts easy to understand The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions By emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic Expert editors lead each section ensuring that the contributions are authoritative and well rounded The encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management Each section s articles begin with a technical analysis of key definitional issues followed by an exploration of the topic s broader context This structured approach provides a holistic examination of the subjects allowing readers to gain a comprehensive understanding of vital business management concepts Provides a comprehensive overview of the main business management topics Focuses specifically on business management from a range of perspectives Includes new and emerging business management topics Presents an interdisciplinary focus in terms of business management practices Features templates across all chapters for ease of navigation and use

Media Policy for the 21st Century in the United States and Western Europe Yaron Katz,2005 The book provides a comprehensive analysis of the structure that should dominate the 21st century with a detailed explanation of the evolving nature of global issues The main goal is to analyze the current and future technological and social trends and data and statistics on the main forces and trends involved in global media policy support this Although the book does not attempt to forecast the pace of this revolution it provides the best possible means to examine media and telecommunications policies in different countries

BOOK JACKET *Public Service Media in Europe: A Comparative Approach* Karen Arriaza Ibarra,Eva Nowak,Raymond Kuhn,2015-07-16 Public service media PSM have been the mainstay of Western European broadcasting for a number of decades Yet despite a general political consensus in favour of PSM recent technological economic and political changes have led to a questioning of their value This new collection of essays explores the history of PSM in selected European countries from their early establishment as the main media in many countries to charting their transformation and evolution in recent years The contributions consider the political economic and

market integration issues that impact PSM while also highlighting the importance of the ideology that originally accompanied PSM in its initial years to see how relevant they are in the contemporary world The book consists of two complementary parts Part I Theoretical Aspects and Global Influences on Public Service Media in Europe Part II A Comparative Analysis of Public Service Media across Europe With contributions from leading experts the first part offers a thorough examination of the current concepts and conditions that influence PSM in Europe The second offers a comparative study of PSM in several European countries including France Germany Italy Poland Spain and Sweden Offering the most comprehensive study of the field to date Public Service Media in Europe will be useful for students and researchers in public media political

communication international and comparative media **Marketing Communications Management** Paul

Copley, 2014-09-24 Praise for the first edition An excellent text for exploring marketing communications in the 21st century Ann Torres Lecturer in Marketing National University of Ireland Galway First rate and comprehensive This book has got it just right a rich blend of academic underpinning and practical examples in a very readable style Martin Evans Senior Teaching in Marketing Cardiff Business School University of Cardiff This book introduces the core components and concepts of marketing communications for those studying at both undergraduate and postgraduate levels It covers essential topics such as advertising direct marketing corporate communications public relations product placement sales promotion social media sponsorship and many more The author provides a set of managerial frameworks that include analysis planning and implementation to help prepare those who go on to strategically create and effectively manage marketing communications campaigns Every chapter includes Snapshots that help you to apply theory to engaging real world examples These include BMW Harrods Levi's Lynx Tesco Tencent United Colors of Benetton and Wonga Additionally Stop Points encourage you to pause and critically reflect upon the topic for deeper learning and higher grades The Assignment boxes invite you to test your knowledge in the form of a task based on what you have just read to also help push yourself further The Companion Website includes longer case studies video feeds and other useful web links a larger glossary of key terms and links to SAGE journal articles Password protected resources are also available to lecturers including PowerPoint slides a tutor manual activities for the classroom and indicative responses to the assignments and discussion questions provided in each chapter The Future of Television Marc Doyle, NATPE International, 1992 Happen in the world of TV Programming Covers factors affecting programming decisions for network cable and satellite TV such as financing government regulation mergers and acquisitions Advertising Examines how fractionalization of the mass market will impact everything from broadcast and narrowcast advertising through assessing incomes and expenditures to the genesis of paid programming Technology Provides a critical survey of advanced technologies that are **European Media** Stylianos Papathanassopoulos, Ralph M. Negrine, 2011-06-27 Fresh and up to date introduction to the media in Europe and their global significance Provides a clear and concise account of the structures dynamics and realities of the changing face of media in Europe *Marketing Information Guide*, 1961

Media Pluralism in the Digital Era Elda Brogi,Iva Nenadić,Pier Luigi Parcu,2024-09-13 Bringing together scholars journalists and researchers from 27 European countries this book provides a comparative and longitudinal analysis of the evolution of conditions and standards relevant for sustainable free and plural media and journalism in Europe in the last ten years Approaching the challenging and ever changing concept of media pluralism from various complementary and sometimes conflicting angles combining legal economic social and political perspectives chapters provide a holistic account of the concept of media pluralism a key condition for a well functioning democracy This book draws on data from the Media Pluralism Monitor project a scientific tool designed and implemented on a regular basis to document the health of media ecosystems to provide insights into central dimensions of media systems across the EU and candidate countries These include the fundamental protection of freedom of expression and safety of journalists and the independence of media authorities market plurality transparency of ownership media concentration media viability competition enforcement and digital platforms dominance disinformation media literacy and digital challenges political independence conflicts of interest editorial autonomy and the independence of public service media social inclusiveness including access to media and representation of women and community media Offering a comprehensive overview of key areas of EU media policy causes and solutions for the media economic struggle and innovative examples of business models for journalism in the digital age this book is recommended reading for advanced students and researchers of media policy and regulation as well as policymakers

Handbook of Media Management and Economics Alan Albarran,Bozena Mierzejewska,Jaemin Jung,2018-04-27 Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students professors policy makers and industry practitioners The volume was developed around two primary objectives assessing the state of knowledge for the key topics in the media management and economics fields and establishing the research agenda in these areas ultimately pushing the field in new directions The Handbook s chapters are organized into parts addressing the theoretical components key issues analytical tools and future directions for research With its unparalleled breadth of content from expert authors the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms and establishes the direction for the next phases of research in this evolving arena of study Updates include the rise of mobile and social media globalization audience fragmentation and big data

Marketing Management and Communications in the Public Sector Martial Pasquier,Jean-Patrick Villeneuve,2017-08-18 This updated edition of Marketing Management and Communications in the Public Sector provides a thorough overview of the major concepts in public sector marketing and communications two fields that have continued to grow in importance for modern public administrations With extended coverage of topics such as social marketing and institutional communication the authors skilfully build on the solid foundations laid down in the previous edition Replete with real world case studies and examples including new material from the USA Australia and Asia this book gives students a truly

international outlook Additional features include exercises and discussion questions in each chapter and an illustrative extended case study This refreshed text is essential reading for postgraduate students on public management degrees and aspiring or current public managers The Open Access version of this book available at <http://www.taylorfrancis.com/books/e/9781315622309> has been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

Friction Is Fiction: the Future of Content, Media and Business (Black and White Edition) Gerd

Leonhard, 2010-05-06 Futurist and Thought Leader Gerd Leonhard www.mediafuturist.com shares his thoughts on the Future of Content Media and Business Friction is Fiction presents a constantly updated compilation of Gerd's best essays writings and most popular blog posts The central meme is that the Internet has completely disrupted the traditional notion of generating higher income by simply taking advantage of possible friction points and hurdles within transactions or business processes i.e. by controlling the people formerly known as consumers The Future is all about winning the trust and turning attention into revenues This is the low cost black white version of the book if you want the full color version please go to <http://gerd.fm/cmrfB1>

Gender Equality and the Media Karen Ross, Claudia Padovani, 2016-07-15 This edited collection draws on and expands the findings from a pan European research project undertaken during 2012-13 which was funded by the European Institute for Gender Equality and aimed to explore three key issues in relation to gender and media: women's inclusion in decision making positions within media industries; how women are represented in the media; and what policies and mechanisms are in place to support women's career development and promote gender equality The research looked at 99 major media organisations across the EU including public and private sector broadcasters TV and radio as well as a number of major newspaper groups Researchers also monitored TV programmes (factual only but including entertainment genres) across one week and coded 1200 hours of TV In addition to elaborating the results from 16 of the participating nations the collection includes a set of context setting essays and a summarizing conclusion as well as a reflection on the purpose and utility of gender indicators It is the first major work to look across the European media landscape and explore both employment and representation providing a unique glimpse into the contemporary media scene in relation to gender equality including examples of good and less good practice

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