RTVF 134: The Television Industry

Use the Header function in Word to insert the Running head and page number so it will appear at the top of every page of the manuscript. The Running head should be approximately 5 words (no more than 50 characters) from the title that captures it sensibly. Align both to the right. On the top page only, you will type the phrase ‘Running head,’ followed by this short phrase in all upper case. Align to the left.

Running head: RTVF 134: THE TELEVISION INDUSTRY

Center the title. This phrase would be an appropriate Running head for this paper.

Center the byline and affiliation. Here you put your first name, middle initial and last name. Underneath it, you include your institutional affiliation.

Your Name Here
Your Institution’s Name Here

See:

Call #: Ref.Desk BF76.7.P83 2010
Running head: RTVF 134: THE TELEVISION INDUSTRY

RTVF 134: The Television Industry: Formatting the APA Manuscript

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This is how your top page will look.
Set your margins to 1” all around. Use Times New Roman font, 12 pt.
Abstract

The abstract is a concise summary of the most important elements of the research. The abstract is left aligned and indented once. An abstract has four key characteristics. Abstracts are: 1) **accurate**: reflects the purpose and content of the manuscript (subject, relevant characteristics of the organization), 2) **non-evaluative**: reports what is in the manuscript, does not comment on content, 3) **coherent and readable**: clear, concise language; use of verbs and active voice (*investigated* vs. *investigation of*...), 4) **concise**: brief; the title is not repeated; only the 5-7 most important concepts, findings, implications, etc., of the research are stated.

When you construct an abstract, follow these guidelines.

Always read the abstract before hitting the print button. Never judge an article solely on its title.
The manuscript begins by introducing the subject studied and describes the research process. This section does not have a header designating it as the introduction as that is implied by its position and content.

Research articles in the sciences and social sciences are often parsed into the following sections and labeled:

- Method
- Results
- Discussion
- References
- Footnotes
- Appendices

You have two assignments for this course which require research using library resources. The first requires you to research an assigned DMA (Designated Market Area) focusing on all aspects of television. Your second assignment is essentially a case study, requiring you research an assigned broadcast or cable network. Your introductions for each assignment should broadly answer the standard questions: who, what, when, where, why, and how.

You could possibly parse your first assignment into the following sections:

- DMA _____ Defined
- Demographics/Psychographics [any attributes relating to personality, values, attitudes, interests, or lifestyles]
- Stations, Interconnects & Systems
  - Stations
  - Interconnects
  - Systems
- Programming
- Future Projections
- References

You could possibly parse your research into the following sections:

- Company Overview
  - History
  - Current Executive and Administrative Structure
  - Affiliates
  - Other Ventures
  - Competition
- Programming
- Digital Technology Initiatives
- Internet Presence
- Social Media Presence
- Future Prospects

You would consult with your faculty as to whether this structure is appropriate and acceptable.

To insert a footnote, click on References in the toolbar, then Insert Footnote.

To insert the NEXT footnote, click on References again and then choose, “Next Footnote.”

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1 Footnotes should appear at the bottom of the page upon which they are cited. They should not be cited in the text on one page and appear at the bottom of the next page. Footnotes should be numbered consecutively. You do not begin numbering from 1 again on each page.
Regardless of how you decide to present your research, use the following resources to access information.

**Electronic Databases**

To access the research databases you must log into the portal through the MyHofstra (or [http://my.hofstra.edu](http://my.hofstra.edu)) link on the university home page. Once in the portal, click on the Library tab on the left. A new browser window will open to the library home page. Click on the Research Databases link. Click on the subject listing link for Accounting / Business / Finance / Marketing link to access the following databases.

- **SRDS – Standard Rate & Data Service**
  SRDS is the leading search engine for media opportunities, rates and contact data for magazines, digital media, newspapers, television, direct marketing, out-of-home and radio. SRDS provides media owners the opportunity to showcase their entire portfolio of multi-channel advertising opportunities to media planners and buyers.

- **Business Insights: Essentials** – You can search the business literature for company and industry information.

- **Business Source Premier** – Pull down the menu of databases under the search boxes to choose these additional databases to search simultaneously.
  - Academic Search Premier
  - Communication & Mass Media Complete
Lexis/Nexis Academic Universe

To search local newspapers for stories, you can type directly into the News box provided. You can also type in the name of the publication you wish to search. Otherwise, you can click on the Sources link at the bottom of the search screen. Once there, click on the More Options and choose a geographic restriction. Then type a keyword/title in the search box (Type in the name of the publications listed in the SRDS or the county as a keyword search to identify publications.) and click on the Find Sources button on the right. Check off your selections and click on the OK – Continue button. Type in your keywords and search.

To find broadcast network and cable company profiles, you can use the Get Company Info box or click on the Company Dossier link at the bottom of the box. Type in the name of your broadcast or cable network and search. From the results, you can obtain vital financial information as well as news items.

All materials you consult must be cited. Most databases have a cite function included which will either generate the citation of the article for you or provide an example to follow to construct the citation. Use the Zotero software to manage your citations throughout the research process. Go to: [http://libguides.hofstra.edu/ZoteroatHofstra](http://libguides.hofstra.edu/ZoteroatHofstra) for instructions on downloading and using Zotero.
References

