

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

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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 **Diversity in European Marketing** Thomas Rudolph,Bodo B. Schlegelmilch,András Bauer,Josep Franch,Jan Niklas Meise,2012-03-09 This case book offers a non traditional issue centered perspective to European marketing Focusing on some of the key challenges faced by managers charged with developing pan European marketing strategies marketing problems are placed into the context of these challenges and capture the multiple facets and implications for European marketing in an integrative manner *The Palgrave Handbook of Global Digital Journalism* Bruce Mutsvairo,Kristin Skare Orgeret,2024-11-08 This book responds to mounting calls to broaden the theorization of digital journalism addressing critical questions about an emerging yet rapidly expanding area of study and presenting multiple entry points and approaches that help us understand digital journalism better Seeking to establish itself as a rich resource and a defining reference point for the evolving field the handbook provides a critical appraisal and a useful overview of novel approaches and concepts backed by a full breadth of dynamic and diverse interactions drawn from overlapping and critical studies by some of the leading experts on digital journalism This handbook presents multiple methodological perspectives reporting strategies threats and opportunities and valuable insights on future trajectories for digital journalism practice in an era dominated by digital media technology Split into four parts it has been uniquely assembled to investigate and critique the full potential of digital journalism capturing broader cross cultural perspectives from all four corners of the world *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 todays 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 *Euro Abstracts* ,2001 [Research Anthology on Social Media Advertising and Building Consumer Relationships](#) Management Association, Information Resources,2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students [Urban Destination Marketing in Contemporary Europe](#) John Heeley,2015 Aiming to unite theory and practice this volume addresses the gap between the academic literature on urban destination marketing and the manner in which it is actually undertaken by destination marketing organisations DMOs It includes 21 in depth interviews with senior DMO executives to allow practitioners to describe in their own words how they conduct their marketing activities **Handbook of Research on Digital Communications, Internet of Things, and the Future of Cultural Tourism** Oliveira, Lída,2022-01-28 Digital communication is significantly expanding new opportunities and challenges in the tourism industry Tourists now more frequently than ever bring their smartphones with them to every destination and cultural tourists are particularly motivated to utilize a variety of services and platforms as they are especially

open and interested in understanding in detail the places and heritage of the places they visit Thus researchers educators and professionals in the tourism and hospitality field should take advantage of this opportunity to propose new ways of presenting better content and creating a more immersive and optimized experience for tourists The Handbook of Research on Digital Communications Internet of Things and the Future of Cultural Tourism shares research and experiences on the convergence between digital communication and cultural tourism specifically the migration and creative appropriation of these technologies for increased tourist engagement and their role in destination marketing and strategic planning and decision making Covering topics such as big data e tourism and social media platforms this major reference work is an invaluable resource for researchers students professors academicians government entities museum managers professionals and cultural tourism managers and facilitators

Future of Tourism Marketing Seongseop (Sam) Kim, Dan Wang, 2021-06-14 Marketing in the tourism and hospitality industry has transformed with the development of digital marketing tools and the evolution of social culture Recently the advent of new technologies such as smartphones artificial intelligence virtual reality robots and new GIS systems has created more possibilities for marketing innovations Advancements in information technology are leading to changes in business processes service standards and management mindsets Meanwhile consumers are also adapting to the new marketing paradigm Researchers are interested in studying this newly emerging and unpredictable business environment customer decision making new management tactics and business analytic strategies Future of Tourism Marketing aims to assess the role of modern technologies in marketing tourism destinations and their effects on potential visitors This book will provide an update on research into the new marketing paradigm that is developing as a result of new technologies in a post modern era The chapters in this book were originally published in Journal of Travel Tourism Marketing

A comparison of the main Direct Marketing Media and their future prospects in the age of the new millennium Roman Keilhacker, 2000-06-09 Inhaltsangabe Abstract This liberal translation of the famous Victor Hugo quote applies to direct marketing as it exists today Only 20 years ago direct marketing was considered a speciality employed by book publishers record clubs or magazine publishers seeking subscriptions Meanwhile direct marketing has become a marketing tool utilised by more than half the U S Fortune 500 companies Realising the growing importance of direct marketing in addition to traditional advertising major advertising agencies such as Young Rubican Y R and Doyle Dane Bernbach DDB purchased the most famous specialised agencies in this field and worked with them to bring both general and direct marketing clients the combined expertise of both disciplines Due to direct marketing s success it is now the basis for various subdisciplines Database marketing relationship marketing one to one marketing integrated marketing and others all offer interesting extensions and variations of direct marketing s basic techniques More and more companies in Europe and the United States are using direct marketing as one part of their overall marketing mix But even with enormous advances in analytical and computer capabilities many direct marketing attempts fail to achieve

their potential or worse fail to work at all due to a misunderstanding of their advantages and disadvantages Therefore the aim of this thesis will be to examine the characteristics of direct mail outbound telemarketing and online direct marketing and to explore their specific advantages disadvantages in order to enable their effective utilisation in today's business world At the beginning of this thesis direct marketing's evolution and development over time will be analysed The thesis continues with a description of these three direct marketing media and an evaluation of their respective advantages and disadvantages under the headings of communication privacy design and media These four categories have been chosen because they are the most important elements for the future of successful direct marketing After analysing the current situation the future prospects of the three direct marketing media will be demonstrated by examining how their various characteristics fit into the future Finally a case study was conducted to determine to which degree the analysed arguments were applicable This is examined in the case of Roba Baumann GmbH a wholesaler which produces children's toys

The Future of Newspapers Bob Franklin, 2013-09-13 The future of newspapers is hotly contested Pessimistic pundits predict their imminent demise while others envisage a new era of participatory journalism online with yet others advocating increased investment in quality journalism rather than free gifts and DVDs as the necessary cure for the current parlous state of newspapers Globally newspapers confront highly variable prospects reflecting their location in different market sectors countries and journalism cultures But despite this diversity they face similar challenges in responding to the increased competition from expansive radio and 24 hour television news channels the emergence of free Metro papers the delivery of news services on billboards pod casts and mobile telephony the development of online editions as well as the burgeoning of blogs citizen journalists and User Generated Content Newspapers revenue streams are also under attack as advertising increasingly migrates online This authoritative collection of research based essays by distinguished scholars and journalists from around the globe brings together a judicious mix of academic expertise and professional journalistic experience to analyse and report on the future of newspapers This book was published as special issues of Journalism Practice and Journalism Studies

Future Success Factors of Finance Portals Axel Täubert, 2002-06-05 Inhaltsangabe Abstract The title of this thesis might lead the cursory reader to the assumption that this is another one of countless academic works whose authors have overestimated the prospects of the Internet However this paper lays claim to be one of the early few that take a more rational approach to the subject by analyzing the realistic profit potential of online business models Furthermore future success factors for finance portals will be discussed and their respective value proposition thoroughly examined Since the fast moving Internet hype has had to give way to an almost equally swift consolidation of the market this will prove to be crucial information for any company of the finance industry Additionally when taking into account that the oncoming second wave of customers is to be divided amongst the remaining online players the findings of this thesis will be of eminent relevance for any provider of a financial website Towards the end of my internship with AOL I was asked to research the required success factors for finance

portals as a basis for AOL's finance channel content strategy. Inexperienced Internet users such as those of the Second Wave are likely to utilize the user friendly and convenient service of AOL as an ISP. Therefore it will be of vital importance for AOL to incorporate the above mentioned success factors within their service in order to increase the usage of its finance channel. At this point I would like to thank AOL not only for the financial but especially for the professional support which both have simplified my task to a substantial degree as well as all others who have been kind enough to let me benefit from their knowledge in the field.

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Digital Communication Management Mark Badham, Vilma Luoma-aho, 2025-09-22. This state of the art textbook provides a wide ranging foundation to communication management including corporate communication public relations and strategic communication from an exclusively digital and global perspective. The book covers the core principles necessary for introductory students of both university and executive programs with a particular focus on how digital technology is shaping communication management in the increasingly volatile environment. To help bring theories concepts and challenges to life it features captivating real life stories case examples and studies and insightful Q As with senior practitioners collectively representing almost 40 organizations of various types and sizes from 20 countries across the world. Thought provoking exercises and critical and reflective questions contribute to a deeper level of understanding of each chapter's topics. These and other pedagogical tools as well as the newly emerging Digital Media Arena DMA Framework orient readers with the fast changing global and volatile world of digital communication management. Additionally the book extensively incorporates emerging topics and future trends in communication management e.g. digital communication hijacking misinformation virtual influencers and AI enabled predictive modeling. This book is designed for courses or modules that cover an introduction to communication management corporate communication public relations and or strategic communication in communications and business schools. Online resources also accompany the text: an author created podcast PowerPoint lecture slides tutorial workshop exercises case studies reading reflection forms quizzes and instructions for assignments case study essay and podcast reflection. Please visit the hyperlink www.routledge.com/9781032671307.

Applying Interdisciplinarity to Globalization, Management, Marketing, and Accountancy Science Pavlát, Vladislav, Knihová, Ladislava, Cívín, Lubomír, Halík, Jaroslav, MacGregor Pelikánová, Radka, 2023-10-16. With the world becoming increasingly interconnected and complex traditional means are no longer

sufficient to address complex global issues Scholars often struggle to navigate the intricate web of interdisciplinary research and theory This gap in understanding leaves many academics feeling adrift in their pursuit of knowledge unable to harness the full potential of interdisciplinary collaboration Applying Interdisciplinarity to Globalization Management Marketing and Accountancy Science offers a comprehensive and up to date solution to the obstacles of interdisciplinarity It meticulously analyzes the theory and methodology of interdisciplinarity as it exists in the most relevant literature and through a detailed examination of four vital disciplines in the applied economy it compares and contrasts the dynamics of globalization and its reflections within these fields Furthermore it uncovers the hidden infrastructures supporting these disciplines and offers practical insights into applying this knowledge in research and practice This book is an indispensable resource for scholars and educators across diverse disciplines empowering them to embrace interdisciplinarity with confidence

Luxury Marketing and Brand Strategy Květa Olšánová, Gina Cook, Marija Zlatić, 2025-09-02 This text provides a comprehensive and strategic overview of luxury marketing and brand management guiding brands to balance tradition with innovation as they navigate modern challenges and seize opportunities in a rapidly evolving global market The book explores the core aspects of luxury branding including the defining traits of luxury brands the dominance of major luxury groups and the resilience of independent brands with storied histories It explores the delicate balance required to maintain a brand's luxury status amidst evolving consumer expectations technological advancements and sustainability concerns Students will gain insight into innovative marketing strategies from the use of NFTs and blockchain to the integration of AI and the metaverse in enhancing customer experiences Offering a clear and engaging pathway through the complexities of luxury brand management the authors draw on their extensive academic and professional experience presenting a rich blend of theoretical insights and real world global and cross industry case studies from prestigious brands like Cartier Van Cleef Arpels Chanel Ferrari Orient Express and many others This textbook is designed to be the cornerstone for advanced undergraduate and postgraduate courses in luxury marketing and luxury brand management With a focus on the latest trends and future directions in luxury marketing *Luxury Marketing and Brand Strategy* is not only an academic resource but also a practical guide for navigating and succeeding in the dynamic luxury market Online resources include PowerPoint lecture slides for each chapter sample answers for discussion questions and a test bank Please visit www.routledge.com/9781032973951

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

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