

Industrial Age Advertising Solutions for a 21st Century Social Network Driven World

Disclosure: This study was unfunded, and no conflict of interest exists between the author and study constituents or components.

Abstract

Social media networks and smartphone applications continue to be infiltrated with anonymous trolls and hidden agenda players from within the contiguous United States, as many of the major networks reside there, and others from overseas, via terrorist cells and political foes that continue to influence global business entities and elections propagated upon many countries using the power of disinformation dubbed fake news. These fake accounts and trolls are one topic, this study concerns a literary meta-analysis of national and international literature, an historical perspective on paid advertisers, Federal Communications Commissions, regulations and current trends to provide 21st century suggestions on transparency techniques inspired by the hallmark of transparency advertising in the 20th century. Recommendations include transparent advertising markings and digital watermarks as well as better screenings and validations from reputable prospects throughout the social networking interface and application stream.

Keywords: *social media, advertising, FCC, transparency, historical, regulation, authenticity, techniques, 20th century, 21st century*

Introduction

Little transparency exists nor is regulated among social networks such as facebook, Instagram, Twitter, and Internet applications regarding paid advertisers and the ability of their affiliates (subscribers) to effectively discern them. This unabashed disregard for truth in advertising has resulted in political and global economic strife the likes of which have not been experienced since the printing press was invented over 500 years ago. Pulitzer more than 110 years ago with regard to America wrote, "Our Republic and its press will rise or fall together..." (Pulitzer.org, 2014, para 22). How can these paid advertisers be discerned among the mix of subscriber posts, advertisers who do reveal their identify and any other social networking news that continuously makes it way through so called newsfeeds? How did historical 20th century approaches in advertising transparency work in mediums such as newspapers, magazines, and television?

Literature Review

Traditional newspapers and magazines, particularly throughout North America and Europe, were the staple of targeted advertising for generations. Their circulation rates and market penetration were the hallmark of the industrial age. Newspapers, magazines, radio, and television were and are highly regulated advertising vehicles. Truth in advertising and transparency were challenged for years and in almost all cases, audiences could discern an ad from other types of content such as entertainment, news, and editorials. Throughout the United States, for example, newspapers are required to insert the word "advertisement" if their layout, voice, and format mimic typical real news stories. The ability for consumers to discern advertising is likely not confusing. Same holds true for radio and television. For each of these mediums commercials are usually louder,

more intrusive, and built around the programs that differentiate themselves and in typical 15, 30, or 60-minute units. “Infomercials” provided companies a broader vehicle to extend their message in some cases to 30 and 60 or more minutes with much detail.

In the 1940s the FCC put stock in its so called Blue Book. It was one of the most progressive initiatives by any FCC commission in US history. “It took the unprecedented – and unrepeated – step of making the privilege of holding broadcast licenses contingent upon meeting substantive public interest requirements” (Pickard, 2011, p.172). The goal was to allow more diversity and viewpoints. In 1985 the Federal Communications Commission (FCC) abolished guidelines for the amount of non-entertainment programming, thus removing any barriers on limiting advertising further blurring advertising and programming (PBS.org, 2018).

Two years later the Fairness Doctrine was also abolished that primarily allowed broadcast time for opposing views. This allowed television stations to imbue the political views, though bias, and further confused the role of journalism to mirror the news not create it. Enter the 1990s where journalistic scholars noted a continued blur between news content and advertising. “A long-standing criticism of the U.S. media refers to vehicles that allow advertising content to drift into the editorial sections (Sandler and Secunda 1993; Soley and Craig 1992) or turn news coverage into a space sales tool”(Lacher & Rotfeld, 1994, p. 281).

Today, once regarded like the wide-open American West, net neutrality continues to be widely debated, who does the Internet belong to, who has the right to deliver it, monitor it, and tax it, and social networks have become omni-present in almost every aspect of 21st century life (Faulhaber, 2015). From providing instantaneous communications, live video, and chats, to status updates and message threads, the propensity of these platforms to infiltrate and disrupt humanity was further disseminated by advances in cellular smart phones, better computer processors, and high-resolution cameras. These platforms have a captive audience and as such many offer advertising for individuals, businesses, and politicians. Their ability to find matching audiences relies on fine tuned algorithms and their outstanding ability to target a message to the right market is precise. However, social networks have gone largely unregulated and it can be tremendously difficult for consumers to discern their network feed from advertising fodder (Elefant, 2011). Hart (2016) agrees that "Social media law" is not yet written in stone.

It [social media law] is, instead, an amalgam of constitutional law, employment law, criminal law, administrative law, intellectual property law, tort law, and even the rules of discovery as applied to the ubiquitous and relatively recent-presence and use of online and mobile platforms for sharing and creating content (p. 235).

The relatively recent-presence and use of online and mobile platform applications for sharing and creating content have created an unprecedented intermingling of citizens and entities that might not otherwise have ever had the opportunity to meet due to time and distance constraints. Predatory entities, individuals, nationalists, hidden agenda groups, and politicians took advantage of their ability to disguise their identity to sway audience views, disrupt elections, and lead prospects astray. Social network enterprises pocketed millions of dollars essentially praying off both their subscribers and opportunistic domestic and international regimes and this recklessness,

however, has simple some solutions, just like that of the industrial aged newspapers, radio, and television.

Problem Statement, Research Question, and Significance

Social networks, computer, and smartphone applications have little advertising transparency regulations. By under regulating these networks, audiences, affiliates, and social networking subscribers and stakeholders continue to be exposed to misinformation, disingenuous and opportunistic businesses, political manipulators, and bad actors. This literary meta-analysis, targeting peer reviewed publications and the most prominent results returned based on keyword searches such as: *social media, advertising, FCC, transparency, historical, regulation, authenticity, techniques, 20th century, 21st century*, asking the question: What types of required regulations were in place to distinguish advertising from news or other entertainment media in newspapers, magazines, and television? How could these regulations and transparency techniques be integrated into 21st century social networks and applications? The significance of the study demonstrates that regulations based on 20th century advertising transparency methods can have valid uses today.

Method

This meta-analytic study investigated 20th century regulations and requirements for regulations regarding transparent paid advertisements in newspaper, magazine, and television primarily under the United States lens. The purpose was to expand awareness of current discussions nationally and internationally to curtail a proliferation of uncontrolled social networks and application platforms who take in advertising but go largely unregulated. An historical perspective theme was examined throughout the literature, a quasi-meta-analysis, and an examination of digital applications of these 20th century techniques and newer 21st century techniques that can help subscribers and other social network affiliates and stakeholders discern advertising from fake news and other mediated and compromised information. The results are applicable to new social networking advertising regulations and for weary consumers who must continue to read between the advertising and news lines for reputable and acceptable marketing fair use.

This study utilized a literature review meta-analysis. The literature review included literature written in the past 15 years (with a few exceptions where literature led to topical discussions dating back 25 years, which this author felt compelled to include for a better understanding of the full discussion), with selection criteria focused on: (a) peer reviewed as most prominent rigorous theme (b) key words such as: social media, advertising, FCC, transparency, historical, regulation, authenticity, techniques, 20th century, 21st century

To establish a list of resources, a 'seed' metaphor was used. In this case, the seed metaphor is similar to *snowball sampling* used in human subjects research, where one participant refers two others, and those two refer two more, growing into a larger participant population. Several key texts were collected, and from these initial 'seeds' a fuller literature base was grown. Those sources which emerged from the initial 'seeds' included literature from organizations discussed within the texts, references used within the texts, and library database searches based on text

discussions. The initial ‘seed’ literature included one prominent 1994 article, Newspaper policies on the potential merging of advertising and news content, *Journal of Public Policy & Marketing* (Lacher & Rotfeld), The battle over the FCC Blue Book: determining the role of broadcast media in a democratic society, 1945-8, published in 2011 in *Media, Culture, & Society* (Pickard), and What have the FCC wrought? published in 2015 in *Telecommunications & Technology* (Faulhaber). The latter of which was a trade publication with no references but did come up under peer reviewed. This ‘seed’ developed into three main articles and over 50 articles (Appendix B). Literature was reviewed for prominent themes using structural, in Vivo, and evaluation coding (Saldaña, 2009). Established themes were further refined through successive, iterative coding.

Results

This meta-analysis examined several studies about the industrial age and transparent regulated advertising practices featuring details of advertising and publication methods used. These practices are conceptually applied to the new digital algorithms and web designs for possible solutions to mandate social networking platforms to be required to discern, where possible, all paid advertising to lesson subscriber and stakeholder confusion. Several solutions including:

1. Stronger identity verification techniques and use of certified badges on social media individual, corporate, non-profit, and academic pages are shared.
2. Recommendations for stronger policing methods, use of digital watermarks within pages, posts and identifications, coloration, advertising stamps, like those used in Digimarc’s Good Housekeeping and numerous product examples, are proposed for several of the most popular social networking platforms (Karr, 2016; Kaye, 2017). If products can be connected to the Internet of things, so too can individuals and entities who purportedly represent themselves legitimately. Those who do not participate can be categorized as suspicious.
3. Practical examples representing individuals and a variety of social networks and entities will be discussed and mapped featuring pros and cons.

Conclusions

The study shows how little regard for 21st century self-regulations in the social media networks has led to such stagnation in assuring subscribers and stakeholders are exposed to transparent advertising. While it is impossible to 100 percent authenticate any organization digitally, every aspect of a rigorous implementation process to help assure truth in advertising should be in place as well as the markings for subscribers to know.

Limitations

Often in keyword searches synonyms can improve the results. Therefore, it is taken into consideration that other articles may have led to similar historical information. The purpose was to benchmark the 20th century regulations and policies for newspapers, magazines, and television, the prominent mediums then and how these policies could potentially be applied to 21st century social networks and accompanying applications. Obviously, there is much programming and software integration to make these suggestions come to fruition.

Future Research

Regulations overseas regarding social networking differs from regulations in the United States. Much of international policies and agreements should take into consideration the global transparencies needed to foster truth in advertising and across many platforms and applications. These areas are ripe for future researchers.

References

- Elefant, C. (2011). The "power" of social media: Legal issues & best practices for utilities engaging social media. *Energy Law Journal*, 32(1), 1.
- Faulhaber, G. R. (2015). What hath the FCC wrought? *Regulation*, 38(2), 50.
- Hart, C. E. (2016). Social media law: Significant developments. *Business Lawyer*, 72(1), 235.
- Karr, G. (2016). Good Housekeeping gets an interactive makeover. Retrieved from <https://digimarc.force.com/blog/good-housekeeping-gets-an-interactive-makeover>
- Kaye, K. (2017). Packaging deals bring internet of things to crackers, hairspray, and tomato paste. Retrieved from <http://adage.com/article/datadriven-marketing/packaging-deals-bring-iot-hairspray-tomato-paste/307507/>
- Lacher, K. T., & Rotfeld, H. J. (1994). Newspaper policies on the potential merging of advertising and news content. *Journal of Public Policy & Marketing*, 13(2), 281-289.
- PBS.org. (2018). Media regulation timeline. Retrieved from <http://www.pbs.org/now/politics/mediatimeline.html>
- Pickard, V. (2011). The battle over the FCC blue book: Determining the role of broadcast media in a democratic society, 1945-8. *Media, Culture & Society*, 33(2), 171-191. 10.1177/0163443710385504
- Topping, S. (2018). Biography of Joseph Pulitzer. Retrieved from <http://www.pulitzer.org/page/biography-joseph-pulitzer>.

Appendix A: Seed Resources Used to Start Meta-Analysis

Faulhaber, G. R. (2015). What hath the FCC wrought? *Regulation*, 38(2), 50.

Lacher, K. T., & Rotfeld, H. J. (1994). Newspaper policies on the potential merging of advertising and news content. *Journal of Public Policy & Marketing*, 13(2), 281-289.

Pickard, V. (2011). The battle over the FCC blue book: Determining the role of broadcast media in a democratic society, 1945-8. *Media, Culture & Society*, 33(2), 171-191.

10.1177/0163443710385504

Appendix B: Complete List of Resources Reviewed for Meta-Analysis

- Adelstein J (2007) Statement of Jonathan S. Adelstein: Media Ownership Hearing, Chicago, 20 Sept., URL (consulted September 2010): http://fjallfoss.fcc.gov/edocs_public/attachmatch/DOC-276765A1.doc
- American Society of Magazine Editors (1992), *Guidelines for Advertising Pages and Special Advertising Sections*, 5th ed. New York: ASME.
- Anonymous (1975), "Newspapers' Advertising Credibility Tops Other Media, Study Shows," *Publishers' Auxiliary*, 110 (December 10), 1-2.
- Baker, C. Edwin (1994), *Advertising and a Democratic Press*. Princeton, NJ: Princeton University Press.
- Barnouw E (1968) *The Golden Web: A History of Broadcasting in the United States, vol. 2: 1933–1953*. New York: Oxford University Press.
- Baughman J (1985) *Television's Guardians: The FCC and the Politics of Programming, 1958–1967*. Knoxville, TN: University of Tennessee Press.
- Becker, Lee B., Raymond A. Martino, and Wayne M. Towers (1976), "Media Advertising Credibility," *Journalism Quarterly*, 53 (Summer), 216-22.
- Berkman D (1986) Charles Arthur Siepmann 1899–1985: A Biographical Tribute and Personal Reminiscence, *Television Quarterly* 22(1): 77–84.
- Biondi M (2003) *To Stand and Fight: The Struggle for Civil Rights in Postwar New York City*. Cambridge, MA: Harvard University Press.
- Brinkley A (1995) *End of Reform: New Deal Liberalism in Recession and War*. New York: Vintage.
- Broadcasting* (1946a) Miller Calls for Halt to FCC, AFM inroad, 14 January.
- Broadcasting* (1946b) F(ederal) C(ensorship) C(ommission), 30(18 March): 58.
- Cameron, Glen T. and John Eric Haley (1992), "Feature Advertising: Policies and Attitudes in Print Media," *Journal of Advertising*, 21 (September), 47-55.
- Chester, Jeffery and Kathryn Montgomery (1988), "TV's Hidden Money Games: Counterfeiting the News," *Columbia Journalism Review*, 27 (May/June), 38-41.
- Christians, Clifford G., Kim B. Rotzoll, and Mark Fackler (1991), *Media Ethics: Cases and Moral Reasoning*, 3rd ed. New York: Longman Publishing Group.
- Collier R and D Collier (1991) *Shaping the Political Arena: Critical Junctures, the Labor Movement, and Regime Dynamics in Latin America*. Princeton, NJ: Princeton University Press.
- Collins, Ronald K.L. (1992a), *Dictating Content: How Advertising Pressure Can Corrupt a Free Press*. Washington, DC: Center for the Study of Commercialism.
- Copps M (2007) *The Media Democracy Agenda*. AEJMC conference, Washington, DC, 9 August.
- (1992b), "Advertiser 'Censorship' Must Be Outlawed," *Advertising Age* (April 13). 22.
- (1992c), "Cars and Censorship: How Advertising Pressure Can Corrupt a Free Press," *Advancing the Consumer Interest* (Fall), 6-12.
- Consumer Reports (1992), "Once Over-Are Automobile Dealers Editing Your Local Newspaper?" 57 (April), 208.
- Corwin N (2008) Phone interview, 11 December.
- Davies D (2006) *The Postwar Decline of American Newspapers, 1945–1965*. Westport, CT: Praeger.

Dell C (1999) Red-baiting, Regulation and the Broadcast Industry: A Revisionist History of the Blue Book, paper presented at the AEJMC conference, New Orleans, 4–7 August.

Della Femina, Jerry (1970), From Those Wonder Folks Who Gave You Pearl Harbor: Front-line Dispatches from the PDF GENERATED BY SEARCH.PROQUEST.COM Page 9 of 12 Advertising War. New York: Simon and Schuster.

Dunn, S. Watson, Arnold M. Barban, Dean Krugman, and Leonard N. Reid (1990), Advertising: Its Role in Modern Marketing, 7th ed. Hinsdale, IL: The Dryden Press.

Durr C (1946) Letter to William Tymous, 16 March. Smythe papers, Box 16-8, Folder 2-14. Simon Fraser University, British Columbia.

Durr V (1985) *Outside the Magic Circle: The Autobiography of Virginia Foster Durr*. Montgomery, AL: University of Alabama Press.

Ehrlich MC (2008) Radio Utopia: Promoting Public Interest in a 1940s Radio Documentary, *Journalism Studies* 9(6): 859–873.

Ekelund, Robert B., Jr. and David S. Saurman (1988), Advertising and the Market Process: A Modern Economic View. San Francisco: Pacific Research Institute for Public Policy.

Ernst ML (1946) *The First Freedom*. New York: Macmillan.

FCC (Federal Communications Commission) (1946a) *Public Service Responsibility of Broadcast Licensees* [The Blue Book], 7 March. Washington, DC: FCC.

FCC (Federal Communications Commission) (1946b) Release 92873, 3 May, National Archive, College Park, MD.

FCC (Federal Communications Commission) (1947) Notes for an Outline of a Progressive Radio Program, March, Smythe papers, Box 16-5, Folder 1-9. Simon Fraser University, British Columbia.

Fly SC (1967) Paul Porter Interview, Columbia University, New York, special collections.

Ferguson, Jill Hicks, Peggy J. Kreshel, and Spencer E Tinkham (1990), "In the Pages of Ms.: Sex Role Portrayals of Women in Advertising," *Journal of Advertising*, 19 (1), 40-51.

Fones-Wolf E (2006) *Waves of Opposition: Labor, Business, and the Struggle for Democratic Radio*. Urbana, IL: University of Illinois Press.

Fortune (1947) The Revolt Against Radio, 35(102), March.

Goerne, Carrie (1992), "Study Blasts Advertisers, Fearful Media for Suppressing News," *Marketing News* (April 27), 8, 14.

Goldstein, Tom (1986), *A Two-Faced Press*. New York: Priority Press Publications.

Goodwin, H. Eugene (1987), *Groping for Ethics in Journalism*, 2nd ed. Ames, IA: Iowa State University Press.

Gossage, Howard Luck (1986), *Is There Any Hope for Advertising?* Urbana, IL: University of Illinois Press.

Grotta, Gerald L., Ernest E Larkin, and Bob J. Carrell, Jr. (1976), "News vs. Advertising: Does the Audience Perceive the 'Journalistic Distinction'?" *Journalism Quarterly*, 53 (Autumn), 448-56, 521.

Gould J (1946) Backward Glance, *New York Times* 29 December: 9.

Gramsci A (1971) *Selections from the Prison Notebooks*. New York: International Publishers.

Hayes, Rader and Herbert J. Rotfeld (1989), "Infomercials and Cable Network Programming," *Advancing the Consumer Interest*, 1(2), 17-22.

Heighton, Elizabeth J. and Don R. Cunningham (1984), *Advertising in the Broadcast and Cable Media*, 2nd ed.

Belmont, CA: Wadsworth Publishing Company.

Hentoff, Nat (1975), "A Survey of Publishers: Would You Run This Ad?" *Business and Society Review*, 14 (Summer), 8-13.

Hilmes M (forthcoming) *Network Nations, Transnational Empires: British and American Cross-influences in Broadcasting*. London: Routledge.

Horwitz R (1997) *Broadcast Reform Revisited: Reverend*

Horwitz R (1989) *The Irony of Regulatory Reform: The Deregulation of American Telecommunications*. New York: Oxford University Press.

Hulteng, John L. (1976), *The Messenger's Motives...Ethical Problems of the News Media*. Englewood Cliffs, NJ: Prentice-Hall, Inc.

Kaplan, Herb and Rick Houlberg (1988), "Broadcast Condom Advertising, the Public Interest, and Deregulation: A Case Study," paper presented at International Communications Association conference, New Orleans, May 30.

Karr T (2007) *Copps Unveils New American Media Contract*, URL (consulted February 2010): <http://mediacitizen.blogspot.com/2007/01/copps-unveils-new-america-media.html>

Lazarsfeld P (1946) *The People Look at Radio*. Chapel Hill: University of North Carolina Press.

Lent J (1995) *A Different Road Taken: Profiles in Critical Communication*. Boulder, CO: Westview Press.

Limburg, Val E. (1989), "The Decline of Broadcast Ethics: U.S. v. NAB," *Journal of Mass Media Ethics*, 4 (Fall), 214-31.

McChesney R (1993) *Telecommunications, Mass Media and Democracy: The Battle for the Control of U.S. Broadcasting, 1928–1935*. New York: Oxford University Press.

McChesney R (2007) *Communication Revolution*. New York: The New Press.

Nations C (1946) FCC papers. Office of Exec. Director, Gen. Correspondence 1927–46, Box 60, 6 Jan. National Archives, College Park, MD.

Newman K (2004) *Radio Active: Advertising and Consumer Activism, 1935–1947*. Berkeley, CA: University of California Press.

Parsons, Patrick R. and Herbert J. Rotfeld (1990), "Infomercials and Television Station Clearance Practices," *Journal of Public Policy & Marketing*, 9, 62-72.

--, --, and Todd Gray (1987), "Magazine Publisher and Advertising Manager Standards for Acceptable Advertising," *Current Issues and Research in Advertising*, 10, 199-211.

Parker E (2008). Phone interview with the author, 23 December.

Pasternack, Steve and Sandra H. Utt (1989) "Newspapers' Policies on Rejection of Ads for Products and Services," *Journalism Quarterly*, 65 (Fall), 695-701.

Pickard V (2008) *Media Democracy Deferred: The Postwar Settlement for U.S. Communications, 1945–49*, PhD dissertation, University of Illinois.

Pickard V (2009) *The Postwar Revolt against US Radio, 1945–1949*, paper presented at the Communication History Interest Group of the International Communications Association, Chicago, 21–5 May.

Pickard V (2010a) 'Whether the Giants Should Be Slain or Persuaded to Be Good': Revisiting the Hutchins Commission and the Role of Media in a Democratic Society, *Critical Studies in Media Communication* 27(4): 391–411.

Pickard V (2010b) Reopening the Postwar Settlement for U.S. Media: The Origins and Implications of the Social Contract between Media, the State, and the Polity, *Communication, Culture & Critique* 3(2): 170–189.

Rotfeld, Herbert (1991), "Why Don't We See Many Condom Ads? Because We Don't Want To," Chicago Tribune editorial pages (December 16), I-23.

-- (1992a), "Power and Limitations of Media Clearance Practices and Advertising Self-Regulation," *Journal of Public Policy & Marketing*, 11 (Spring), 87-95.

-- (1992b), "Media Standards for Acceptable Advertising and Potentially Desirable 'Chilling Effects' on Advertising Free Speech," in Proceedings of the 17th Annual Macromarketing Seminar, T.A. Klein, R.W. Nasson, and L.D. Dahringer, eds. Breukelen, The Netherlands: Nijenrode University, 335-52.

-- (1992c), "Advertising and the Chilling Effect of Legal Actions," in Advertising Law Anthology, Vol. XV, Donald J. Hoyes, ed. Gathersburg, MD: International Library, ix-xiii.

-- and Avery M. Abernethy (1992), "Radio Station Standards for Acceptable Advertising," *Journal of Business Research*, 24 (June), 161-75.

-- and Patrick R. Parsons (1989), "Self-Regulation and Magazine Advertising," *Journal of Advertising*, 18 (4), 33-40.

--, --, Avery M. Abernethy, and John V. Pavlik (1990), "Television Station Standards for Acceptable Advertising," *Journal of Consumer Affairs*, 24 (Winter), 392-410.

Sandler, Dennis M. and Eugene Secunda (1993), "Point of View: Blurred Boundaries: Where Does Editorial End and PDF GENERATED BY SEARCH.PROQUEST.COM Page 10 of 12 Advertising Begin," *Journal of Advertising Research*, 33 (May/June), 73-80.

Savage B (1999) *Broadcasting Freedom: Radio, War, and the Politics of Race, 1938–1948*. Chapel Hill, NC: University of North Carolina Press.

Schiller D (1996) *Theorizing Communication: A History*. New York: Oxford University Press.

Siepmann C (1946) *Radio's Second Chance*. Boston, MA: Little, Brown.

Skocpol T (1995) Why I Am a Historical-Institutionalist, *Polity* 28(Fall): 103–106.

Smulyan S (1994) *Selling Radio: The Commercialization of American Broadcasting, 1920–1934*. Washington, DC: Smithsonian Institution Press.

Smythe D (1991) Letter to Oscar Gandy, 26 June. Smythe papers, Box 16-1, Folder 1-1. Simon Fraser University, British Columbia.

Smythe and Guback T (1994) *Counterclockwise: Perspectives on Communication*. Boulder, CO: Westview Press.

Socolow M (2002) Questioning Advertising's Influence over American Radio: The Blue Book Controversy of 1945–1947, *Journal of Radio Studies* 9: 292–302.

Soley, Lawrence C. and Robert L. Craig (1992), "Advertising Pressures on Newspapers: A Survey," *Journal of Advertising*, 21 (December), 1-10.

Stamm M (2006) *Mixed Media: Newspaper Ownership of Radio in American Politics and Culture, 1920–1952*, PhD dissertation, University of Chicago.

Sterling CH and Kittross JM (1978) *Stay Tuned: A Concise History of American Broadcasting*. Belmont, CA: Wadsworth.

Streeter T (1996) *Selling the Air: A Critique of the Policy of Commercial Broadcasting in the United States*. Chicago: University of Chicago Press.

Steinem, Gloria (1990) "Sex, Lies and Advertising," Ms.: The World of Women (July/August), 18-28.

Thelen K (1999) Historical Institutionalism in Comparative Politics, *Annual Review of Political Science* 2: 369–404.

Time (1950) Radio: London Callin, October.

Toro A (2000) Standing Up for Listener's Rights: A History of Public Participation at the Federal Communications Commission, PhD dissertation, University of California, Berkeley.

Tullos A and Waid C (1975) Clifford Durr: The FCC Years, *Southern Exposure* 2: 14-22.

Tymous W (1946) Letter to Durr, 12 March. Smythe papers, Box 16-8, Folder 2-14. Simon Fraser University, British Columbia.

U.S. House of Representatives (1990), Subcommittee on Regulation, Business Opportunities and Energy of the Committee on Small Business, Consumer Protection and Infomercial Advertising. Washington. DC: U.S. Congress.

Utt, Sandra H. and Steve Pasternack (1986), "Dailies' Non-Acceptance of Advertising: Rights and Policies," paper presented at annual conference of Association for Education in Journalism and Mass Communications, Norman, Oklahoma (August 3-6).

Warner, Kenneth E., Virginia L. Ernster, John H. Holbrook, Eugene M. Lewit, Michael Pertschuk, Jesse L. Steinfeld, Joe B. Tye, and Elizabeth Whelan (1986), "Promotion of Tobacco Products: Issues and Policy Options," *Journal of Health Politics, Policy and Law*, 11 (Fall), 367-92.

--, Linda M. Goldenhar, and Catherine G. McLaughlin (1992), "Cigarette Advertising and Magazine Coverage of the Hazards of Smoking," *New England Journal of Medicine*, 326 (5), 305-9.

Van Cuilenburg J and McQuail D (2003) Media Policy Shifts: Toward a New Communications Policy Paradigm, *European Journal of Communication* 18(2): 181-207.

White L (1947) *The American Radio*. Chicago: University of Chicago Press.

Wilson EC (1948) Letter to Coleman Griffith, Smythe papers, Box 16-1, Folder 1-1. Simon Fraser University, British Columbia.

Weis, William L. and Chauncey Burke (1986), "Media Content and Tobacco Advertising: An Unhealthy Addiction," *Journal of Communication*, 36 (Autumn), 59-69.

Wicks, Jan LeBlanc (1991a), "An Exploratory Study of Television Advertising Practices: Do Profitability and Organization Size Affect Clearance Formality?" *Journal of Advertising*, 20 (September), 57-68.

-- (1991b), "Varying Commercialization and Clutter Levels to Enhance Airtime Attractiveness in Early Fringe: How TV Sales Managers May Be Responding to Deregulatory Freedoms," *Journal of Media Economics*, 4 (Summer), 3-18.

Zanot, Eric J. (1985), "Unseen But Effective Advertising Regulation: The Clearance Process," *Journal of Advertising*, 14 (4), 44-51, 59, 68.

-- and Herbert J. Rotfeld (1983), "A Comparison and Contrast of Clearance Procedures in Four Advertising Agencies," in *Proceedings of the 1983 Convention of the American Academy of Advertising*, D.W. Jugenheimer, ed. Lawrence, KS: American Academy of Advertising, 47-51.