

FOR IMMEDIATE RELEASE

## **McFarland & Company Announces Publication of *A/V A-Z*.**

**Hollywood, California – (September 25, 2009)** – McFarland & Company, Inc., today announced that it will publish the Hollywoods, LLC-produced encyclopedic dictionary *A/V A-Z* in the Fall of this year.

Development of *A/V A-Z* began seven years ago. For much of that time, it has been known as *Hollywoods*®. “The publisher intends to focus their efforts on the library market,” explained media and entertainment (M&E) industry veteran and *A/V A-Z* author, Richard W. Kroon, “and they felt *A/V A-Z* would resonate better with librarians and provide a more immediate understanding of what it contains.”

It contains definitions spanning 50 different subject areas within the M&E industry, including film, television, and home entertainment and covering the complete product lifecycle from concept through commercial release. “We actually had to edit it quite closely to get it to fit in a single binding,” said Mr. Kroon. The average non-fiction book contains around 80,000 words—the final manuscript for *A/V A-Z* contains over 800,000. In its initial hard-bound edition, the dictionary runs for 772 pages and defines more than 10,000 words and phrases, with nearly 2,000 expanded encyclopedic entries, 1,600 etymologies, and more than 600 illustrations.

*A/V A-Z* is perhaps best summarized by Pixie Wespiser, a television producer with some 300 credits over the past 15 years, “Wow! This is amazing!”

### **About the Author:**

Richard W. Kroon shot his first film more than 25 years ago. Since then, he has worked on numerous independent film and video projects in front of and behind the camera, gaining experience as a writer, director, and producer along with the various production crafts ranging from set construction to rigging grip. Mr. Kroon has spent the last 15 years focused on the business side of the media and entertainment industry, including senior positions with the MPAA and Technicolor. In addition to being an award-winning videographer, Mr. Kroon is a member of the Society of Motion Picture and Television Engineers and holds a BS from the University of Southern California, an MBA from Auburn University, and post-graduate certificates in Film, Television, Video, and Multimedia from UCLA Extension's Entertainment Studies program.

### **About Hollywoods, LLC:**

Hollywoods, LLC, originally established in 2005, is located in Los Angeles, California. The company provides a family of media and entertainment (M&E) reference materials, including an online directory of industry support organizations and a range of M&E encyclopedic dictionaries that cover the full media product lifecycle across all content forms and media. More information is available at [www.hollywoods.org](http://www.hollywoods.org).

### **About McFarland & Company, Inc., Publishers:**

McFarland & Company, founded in 1979, is located in Jefferson, North Carolina. The company is now one of the leading publishers of scholarly and reference books in the United States, with more than 4,100 titles published to date. McFarland publishes about 350 new titles each year for a worldwide market. McFarland is recognized for its serious works in a variety of fields, including performing arts (especially film), sport & leisure, and popular culture. More information is available at [www.mcfarlandpub.com](http://www.mcfarlandpub.com).

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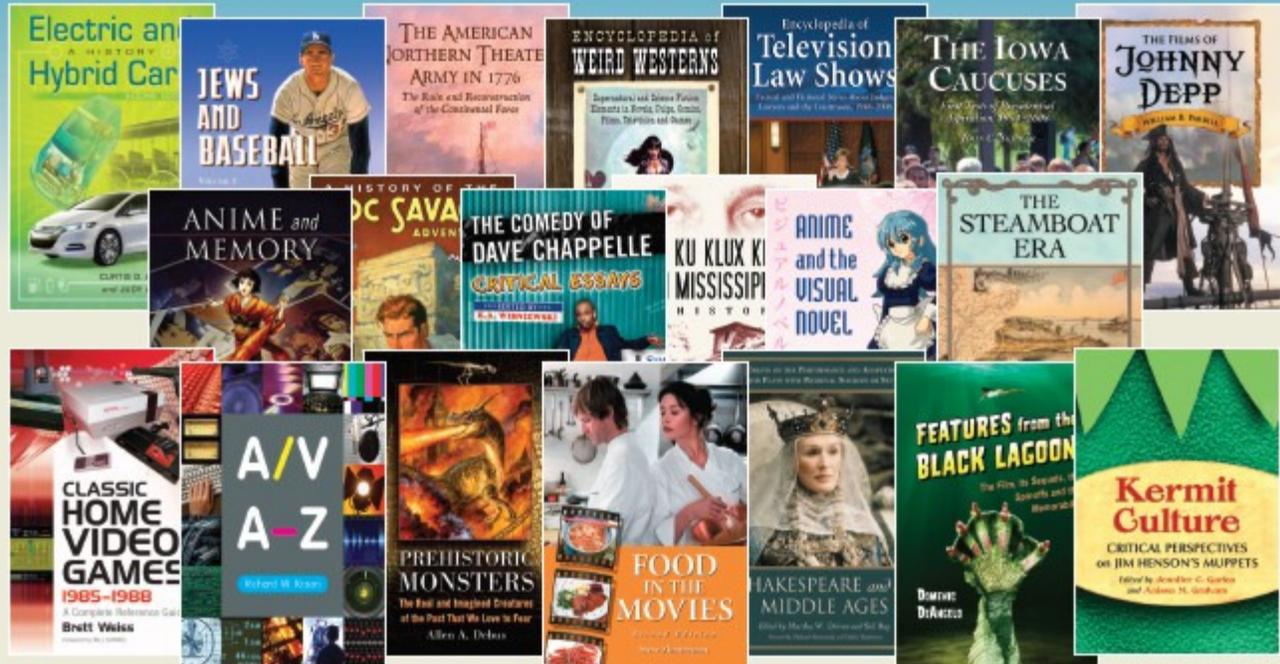
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