

FOR IMMEDIATE RELEASE

## **McFarland & Company Announces Publication Date for *A/V A to Z*.**

**Hollywood, California – (January 4, 2010)** – McFarland & Company, Inc., today announced that it will publish the latest *Hollywoods*® dictionary, *A/V A to Z*, in July of this year.

Development of *A/V A to Z* began seven years ago and represents the collective efforts of more than 60 contributors, editors, and staff working under the direction of the book's editor and primary author, Richard W. Kroon. This encyclopedic dictionary covers more than 50 different subject areas within the media & entertainment industry, spanning film, television, and home entertainment and covering the complete product lifecycle from concept through commercial release.

According to Harvey Rachlin, author of *The TV and Movie Business* and a dozen other books, “*A/V A to Z* is a staggering and monumental lexicon of the audiovisual industry that far surpasses any other work and is destined to be the bible of the industry for at least the next century!” *A/V A to Z* began simply enough, as a glossary of commonly confused distribution terms and industry acronyms, and has since grown to a 772 page hard-bound volume with more than 10,000 defined words and phrases, nearly 2,000 expanded encyclopedic entries, 1,600 etymologies, and more than 600 illustrations.

The publisher, McFarland & Company, will focus its sales and marketing efforts on the North American research library market while *Hollywoods*, LLC will focus on film schools, international sales, and other media and entertainment markets.

### **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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*Note to editors: Review copies, images, and additional information available upon request.*

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