

Overview

A/V A to Z: An Encyclopedic Dictionary of Media, Entertainment and Other Audiovisual Terms contains more than 10,000 terms used by the media and entertainment (M&E) industry. While other entertainment industry dictionaries exist, their focus is often limited to an individual part of the industry such as motion picture production or development. *A/V A to Z* is different. Created to give today's Hollywood professional the ability to communicate clearly and without confusion with others inside this highly interconnected industry, it defines and illustrates terminology across the business spectrum. It covers much more than the widely published terms of motion picture and television production, encompassing the often ignored terms unique to distribution, exhibition, criticism, and the business of entertainment.

As the M&E industry evolves, the bright lines that used to separate theatrical motion pictures from television have all but disappeared. As creative works become entertainment franchises, appearing in multiple forms and a myriad of media, those experienced in one discipline must learn the terminology of the others if they want to survive and thrive. Thus, *A/V A to Z* serves the needs of seasoned practitioners who must, in the course of their daily work, communicate with people in other fields: directors wooing financiers, home video distributors trying to make sense of theatrical box office reports, broadcasters meeting with producers, and so on. It defines distribution terms for actors, exhibition terms for distributors, production terms for accountants, and so on. *A/V A to Z* is also an ideal resource for students and new-hires – those new to the industry – and for those who are experienced but for whom English is not a first language. There is not a single person in the industry who would not benefit greatly from this book.

As a dictionary, *A/V A to Z* is unique. Traditional dictionaries are primarily concerned with the general definition of a word. *A/V A to Z* goes beyond this by discussing the language of the industry. Nearly 2,000 of its entries provide encyclopedic information about the term: its origins, key stages in its development, people associated with it, its impact on the industry, illustrative examples, and so on—making the term relevant, meaningful, and functional. More than 600 storyboards, production stills, posters, equipment photos, technical diagrams, and historical images illustrate key terms.

With its accessibility, depth, and scope, readers will find *A/V A to Z* to be the most comprehensive, practical, and relevant resource of its kind and an invaluable tool for their daily professional needs.

Marketing Blurbs

M&E Industry

From Gina Fegan, Chief Executive, South East Media Network (www.semn.org.uk):

“I have my copy of *A/V A to Z* sitting on my desk in Pinewood Studios and it has become the reference book for anyone coming into the office. Richard's clear definitions make it a real winner.”

From Stephen Marinaccio, unit production manager (UPM) and creator of LineProducing.com (www.imdb.com/name/nm0003657):

“Finally, a dictionary which defines all the facets of what we do.”

“Buy this book, keep it secret and read it. Then you can correctly use some fancy terms at your next production meeting.”

“First thing I did was look up a term I've never seen defined before, and it was in there. This book covers it all.”

From Harvey Rachlin, author *The TV and Movie Business* and a dozen other books (www.harveyrachlin.com):

“It is the best television and movie reference book I have ever seen.”

“*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* is truly a superb and amazing work and I congratulate you for putting together such a comprehensive, authoritative, and much-needed encyclopedic dictionary”

From Steven Ramirez, motion picture editor, producer, and director (www.imdb.com/name/nm0708385):

After 30 years in the entertainment business, I was in a meeting when I heard a term that I wasn't familiar with and I found my answer in Richard Kroon's *A/V A to Z*. In an industry with evolving technology this book should be in every serious filmmaker's library.

From Pixie Wespiser, television producer (www.imdb.com/name/nm1340224):

“Wow! This is amazing!”

Academia

From Jane Kagon, Senior Fellow, USC Annenberg School's Center for the Digital Future:

Accomplished, deep, entertaining and funny — could anyone ask for more in... a dictionary? *A to Z* is a 10.

From Aaron Adair, Ph.D., Assistant Professor of Theatre, Southeastern Oklahoma State University and Director, Chorvettes Stageworks Co.:

“The ever-changing vernacular of terminology in the filmmaking process makes *A/V A to Z* a must-have for students (and teachers) of film studies courses, from the most basic

film appreciation class to the most advanced graduate theory seminar. Mr. Kroon has created an invaluable tool in understanding the art of Film.”

From Brian McFarlane, Ph.D., Adjunct Associate Professor, School of English, Communication and Performance Studies, Monash University, Victoria, Australia

“This is an amazingly comprehensive reference work for everything relevant to the entertainment and media industries. Just set yourself to check out any dozen random matters that come to mind in relation to, say, film and you'll find them treated with succinct authority. I've done this again and again and never been disappointed. A major achievement.”

Comparison with Key Competition

Most media and entertainment (M&E) reference books do not cover the entire M&E industry. They are often outdated or specific to film financing or production. *A/V A to Z* provides up-to-date comprehensive coverage on all aspects of the M&E industry.

The Complete Film Dictionary 2nd Edition by Ira Konigsberg (Penguin, Reissue 1998)

Konigsberg's dictionary defines over 3,000 film terms covering filmmaking terminology. Also arranged alphabetically, the entries vary in length from short paragraphs to full essays. While this is a wonderful resource, it does not include all of the categories that *A/V A to Z* covers. *A/V A to Z* extends beyond the craft of filmmaking into the business of filmmaking, television, associations and societies, awards, educational programs, festivals, genres, and guilds and unions. Readers will find *A/V A to Z* to be more complete and more comprehensive.

Dictionary of Film Finance & Distribution: A Guide for Independent Filmmakers by John W. Cones (Marquette, 2007)

Dictionary of Film Finance & Distribution covers terms for those seeking finance and distribution for their films. It is also targeted to the independent film industry. While many terms are covered, it falls short when it comes to providing information about other aspects of the entertainment industry. This book specifically focuses on film distribution terminology while *A/V A to Z* offers crucial information pertaining to all parts of the entertainment industry.

Filmmaker's Dictionary by Ralph Singleton (Lone Eagle, 2000)

Filmmaker's Dictionary offers definitions of technical and legal terms used in scripts, contracts, production, and distribution. Singleton devotes space to development and production terminology, excluding the distribution and exhibition segments of the industry. This work also does not cover newer media, specifically mobile entertainment and the Internet. *A/V A to Z* not only includes newer media, but also includes the business of filmmaking. In addition, *A/V A to Z* contains terms and nuances of meaning unique to the entertainment industry not covered by other reference books.

The Film Encyclopedia, 5th Edition by Ephraim Katz (Collins, Reissue 2005)

Ephraim Katz's *The Film Encyclopedia* is a basic reference guide to international cinema. It contains biographies and filmographies of actors, directors, producers, and cinematographers

and more. Katz's book is an excellent source of brief film biographies, definitions of terms, and explanations of technical film processes. However, *A/V A to Z* does not focus on biographical entries. Rather, *A/V A to Z* aims to provide its readers with information relating to any aspect of entertainment. *The Film Encyclopedia* is more a film companion, whereas *A/V A to Z* is for those seeking explanations for unfamiliar terms.