

Trail Heads

On the Web

Ethics in Advertising

<http://www.rjionline.org/projects/ethics-in-advertising/stories/wally/index.php>

Daily Show's Humorous Take on VNR's

<http://www.thedailyshow.com/watch/wed-may-10-2006/back-in-black---fake-tv-news>

More Information and Examples of VNR's:

<http://www.prwatch.org/fakenews3/summary>

Capital One VNR about students wanting to be more involved in their finances from 2007

<http://www.prwatch.org/fakenews3/vnr70>

Harris Corporation promoting their HDTV sports applications like NFL instant replay from 2007

<http://www.prwatch.org/fakenews3/vnr71>

MediaLink Worldwide (PR company connected to Oil Industry) sends out VNR that global warming is not likely to be caused by human influence from 2006

<http://www.prwatch.org/fakenews2/vnr40>

LA Times Story this year

On the Media: FCC takes belated action on 'fake news'

Two TV stations may be cited for misleading viewers in 2006 about news reports supplied by companies.

March 30, 2011|James Rainey

<http://articles.latimes.com/2011/mar/30/entertainment/la-et-onthedia-20110330>

Non-Profit PRWatch Story from this year

FOX to Be Fined by FCC for Fake News; CMD's Complaint on "Video News Releases" Nets New Proposed Fines

<http://www.prwatch.org/spin/2011/03/10471/fox-be-fined-fcc-fake-news-cmds-complaint-video-news-releases-nets-new-fines>

From 2006

FCC Queries TV Stations On Video News Releases

<http://www.washingtonpost.com/wp-dyn/content/article/2006/08/14/AR2006081401006.html>

Another story from 2006 (though the webpage says 2009)<http://www.cbsnews.com/stories/2006/08/16/national/main1900602.shtml>

Movies/TV: About or exemplifying...

- **Propaganda**- Wag the Dog, Refer Madness, Top Gun
- **Publicity, Media Stunts, and Hoaxes** – Thank You For Smoking, Abel Raises Cain, The Yes Men Fix the World
- **Opinion "Documentaries"** - Pick a Michael Moore movie but Particularly Fahrenheit 911, Fahrenhype 9/11, Religulous
- **Advertising** - Mad Men, Advertising Rules, Putney Swope, How to Get Ahead in Advertising

Books: About or exemplifying...

- **Propaganda** - *Propaganda*, by E. Bernays, *Manufacturing Consent*, by E. Herman & N. Chomsky, *Secrets and Lies*, by N. Hager & B. Burton
- **Advertising** - *Confessions of an Advertising Man*, by David Ogilvy
- **Entertainment/Infotainment?** - *News as Entertainment: the rise of global infotainment*, by D.K. Thussu
- **Legit Journalism** - *Tell Me No Lies*, J. Pilger

SBU Courses:

LDS 102 - Visual Culture and Advertising

BUS 348 - Principles of Marketing