

MAKING MEDIA WORK

CRITICAL CULTURAL COMMUNICATION

General Editors: Sarah Banet-Weiser and Kent A. Ono

*Dangerous Curves: Latina
Bodies in the Media*
Isabel Molina-Guzmán

*The Net Effect: Romanticism,
Capitalism, and the Internet*
Thomas Streeter

*Our Biometric Future: Facial Recognition
Technology and the Culture of Surveillance*
Kelly A. Gates

Critical Rhetorics of Race
Edited by Michael G. Lacy and Kent A. Ono

*Circuits of Visibility: Gender and
Transnational Media Cultures*
Edited by Radha S. Hegde

*Commodity Activism: Cultural
Resistance in Neoliberal Times*
Edited by Roopali Mukherjee
and Sarah Banet-Weiser

*Arabs and Muslims in the Media:
Race and Representation after 9/11*
Evelyn Alsultany

*Visualizing Atrocity: Arendt, Evil,
and the Optics of Thoughtlessness*
Valerie Hartouni

*The Makeover: Reality Television
and Reflexive Audiences*
Katherine Sender

*Authentic™: The Politics of
Ambivalence in a Brand Culture*
Sarah Banet-Weiser

*Technomobility in China: Young
Migrant Women and Mobile Phones*
Cara Wallis

*Love and Money: Queers, Class,
and Cultural Production*
Lisa Henderson

*Cached: Decoding the Internet
in Global Popular Culture*
Stephanie Ricker Schulte

*Black Television Travels: African
American Media around the Globe*
Timothy Havens

*Citizenship Excess: Latino/
as, Media, and the Nation*
Hector Amaya

*Feeling Mediated: A History of
Communication Technology
and Emotion in America*
Brenton J. Malin

*Making Media Work: Cultures of
Management in the Entertainment Industries*
Edited by Derek Johnson, Derek
Kompare, and Avi Santo

Making Media Work

Cultures of Management in the Entertainment Industries

Edited by Derek Johnson, Derek Kompare, and Avi Santo



NEW YORK UNIVERSITY PRESS

New York and London

NEW YORK UNIVERSITY PRESS
New York and London
www.nyupress.org

© 2014 by New York University
All rights reserved

References to Internet websites (URLs) were accurate at the time of writing.
Neither the author nor New York University Press is responsible for URLs that
may have expired or changed since the manuscript was prepared.

LIBRARY OF CONGRESS CATALOGING-IN-PUBLICATION DATA

Making media work : cultures of management in the entertainment industries / edited by
Derek Johnson, Derek Kompare, Avi Santo.

pages cm

Includes bibliographical references and index.

ISBN 978-0-8147-6469-5 (hardback : alk. paper) -- ISBN 978-0-8147-6099-4 (paper : alk.
paper)

1. Management--Cross-cultural studies. 2. Mass media--Management. 3. Cultural
industries. I. Johnson, Derek, 1979- editor of compilation. II. Kompare, Derek, 1969- editor
of compilation. III. Santo, Avi, editor of compilation.

HD30.3.M3445 2014

302.23068--dc23

2014004213

New York University Press books are printed on acid-free paper,
and their binding materials are chosen for strength and durability.
We strive to use environmentally responsible suppliers and materials
to the greatest extent possible in publishing our books.

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

Also available as an ebook