



This Program Is Brought to You By...: Distributing Television News Online

Joshua A. Braun

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Journalism, television, cable, and online media are all evolving rapidly. At the nexus of these volatile industries is a growing group of individuals and firms whose job it is to develop and maintain online distribution channels for television news programming. Their work, and the tensions surrounding it, provide a fulcrum from which to pry analytically at some of the largest shifts within our media landscape. Based on fieldwork and interviews with different teams and organizations within MSNBC, this multi-disciplinary work is unique in its focus on distribution, which is rapidly becoming as central as production, to media work.

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