

## Frameworks Institute Bibliography

**Items in bold are suggested reading for advocates.**

Advertising Council. 1996. *History of the Ad Council*. New York: Ad Council.

Advertising Council. 2002. *Celebrating Sixty Years*. New York: Ad Council (www.adcouncil.org).

Advocacy Institute. September 1998. *Blowing Away the Smoke: A Series of Advanced Media Advocacy Advisories for Tobacco Control Advocates*. Washington, DC: Advocacy Institute.

Alterman, E. 1998. *Who Speaks for America? Why Democracy Matters in Foreign Policy*. Ithaca and London: Cornell University Press.

American Association of Retired Persons. 1998. *Maintaining America's Social Fabric: The AARP Survey of Civic Involvement*. Washington, DC: AARP.

Amundson, D. A., L. S. Lichter and S. R. Lichter. 2001. "The Myopic Neighbor: Local and National Network Television Coverage of the World." Washington, DC: Center for Media and Public Affairs/ Frameworks Institute (<http://www.frameworksinstitute.org>).

Andreasen, Alan. 1995. *Marketing Social Change*. San Francisco: Jossey-Bass.

Andreasen, A. and Kotler, P. 1996. "Social Marketing." *Strategic Marketing for Non Profit Organizations*, 5<sup>th</sup> edition. New Jersey: Prentice Hall.

Ansolabehere, S. and S. Iyengar. 1995. *Going Negative: How Attack Ads Shrink and Polarize the Electorate*. New York: Free Press.

Aspen Institute. 2002. *From Values to Advocacy: Activating the Public's Support for U.S. Engagement in an Interdependent World*. Queenstown, MD: Aspen Institute.

Atkin, C. and V. Freimuth. 1989. "Formative Evaluation Research in Campaign Design." *Public Communication Campaigns*. Eds. Ronald E. Rice and Charles K. Atkin. Newbury Park, CA: Sage.

Bales, S. N. (ed.). 1998. *Effective Language for Discussing Early Childhood Education*. Washington, DC: Benton Foundation with the Human Services Policy Center at the University of Washington.

Bales, S.N. (ed.). 1999. *Effective Language for Communicating Children's Issues*. Washington, DC: Coalition for America's Children with the Benton Foundation.

Bales, S. N. 1998. "Doing Communications Strategically: Toward a Working

Definition.” In *Values and Voice, Advancing Philanthropy Through Strategic Communications*. Washington, DC: The Communications Network and the Benton Foundation.

Bales, S. N. *Communicating Early Childhood Education: Using Strategic Frame Analysis To Shape the Dialogue*. Bulletin of Zero to Three. June/July 1999. Volume 19, No. 6.

Ball-Rokeach, S., M. Rokeach, and J. Grube. 1984. *The Great American Values Test: Influencing Behavior and Belief Through Television*. New York: The Free Press.

Bateson, G. 1972. *Steps to an Ecology of Mind*. Novato, CA: Chandler Publishing Company.

Benford, R. 1997. *An Insider's Critique of the Social Movement Framing Perspective*. *Sociological Inquiry*. 67:409-430.

Benton Foundation. January 1998. *Summary of Findings and Recommendations: Evaluations of the First Round of Ads from the Whose Side Are You On Public Service Campaign*. Washington, D.C.: Benton Foundation.

Benton Foundation. 1993. *Twenty Years of Communications in the Public Interest*. Washington, DC: Benton Foundation. (<http://www.benton.org>).

Berkeley Media Studies Group. 1997. *Children's Health in the News*. Washington, D.C.: Benton Foundation.

Berkeley Media Studies Group. 1995. *Media Advocacy Workshop Workbook*. Berkeley: Berkeley Media Studies Group.

Berkeley Media Studies Group. January 1997. Issue 1. Berkeley: Berkeley Media Studies Group.

Bonk, K., H. Griggs, and E. Tynes. 1999. *Strategic Communications for Nonprofits*. San Francisco: Jossey-Bass.

Cantril, A. 1991. *The Opinion Connection: Polling, Politics, and the Press*. Washington, D.C.: Congressional Quarterly Press.

Capek, S. 1993. *The 'Environmental Justice' Frame; A Conceptual Discussion and an Application*. *Social Problems*. 40:1, 5-24.

Cappella, Joseph N. and Kathleen Hall Jamieson. 1997. *Spiral of Cynicism: The Press and the Public Good*. New York: Oxford University Press.

Capra, F. 1997. *The Web of Life: A New Scientific Understanding of Living Systems*.

Doubleday & Company.

Carragee, K.M. 1991. *News and Ideology*. Journalism Monographs. 128:1-30.

Carragee, K.M., Ryan, C. and Meinhofer, W. (forthcoming) *Framing, the News Media and Collective Action*. Journal of Broadcasting and Electronic Media.

Charity, Arthur. *Doing Public Journalism*. 1995. New York: The Guilford Press.

Children Now. 1998. *A Different World: Children's Perceptions of Race and Class in the Media*. Oakland, CA: Children Now.

Children Now. 1994. *Tuned In or Tuned Out: America's Children Speak Out on the News Media*. Oakland, CA: Children Now.

Children Now. 2001. *The Local Television News Media's Picture of Children*. San Francisco, CA: Children Now. (<http://www.childrennow.org>).

Chilton, P. 1996. *Security Metaphors: Cold War Discourse from Containment to Common House*. Peter Lang Publishing.

Connell, J. and A. Kubisch. 1998. "Applying a theory of Change Approach to the Evaluation of Comprehensive Community Initiatives: Progress, Prospects and Problems." *New Approaches to Evaluating Community Initiatives*. K. Fulbright-Anderson, A. C. Kubisch and J. P. Connell (eds). Washington, DC: The Aspen Institute.

Cutlip, S.M. and A. H. Center. 1971. *Effective Public Relations* (fourth edition). Englewood Cliffs, NJ: Prentice-Hall, Inc.

**Dearing, J. and E. Rogers. 1996. *Agenda-Setting*. Thousand Oaks: Sage Publications.**

DeLuca, Kevin Michael. 1999. *Image Politics: The New Rhetoric of Environmental Activism*. New York and London: The Guildford Press.

Dionne, E. J., Jr. 1991. *Why Americans Hate Politics*. New York: Touchstone.

Donati, P. 1992. "Political Discourse Analysis." In Diani and Eyerman, *Studying Collective Action*. London: Sage. 136-167.

Donati, P. 1992. *Framing and Communicating Environmental Issues: Some Initial findings on the Italian Case*. Paper presented at the Workshop on Culture and Social Movements. San Diego, CA.

Dorfman, L., and K. Woodruff. 1998. "The Roles of Speakers in Local Television News Stories on Youth and Violence." *Journal of Popular Film and Television*.

Dungan-Seaver, D. December 1999. "Mass Media Initiatives and Children's Issues." Minneapolis: McKnight Foundation ([www.mcknight.org/cfc/lab.asp](http://www.mcknight.org/cfc/lab.asp)).

Durnil, G.K. 2001. *The Making of a Conservative Environmentalist*. Bloomington, IN: Indiana University Press.

Entman, R.M. 1989. "Democracy without Citizens: Media and The Decay of American Politics." New York, New York: Oxford University Press.

Entman, R.M. 1990. "Modern Racism and the Images of Blacks in Local Television News." *Critical Studies in Mass Communication*, 7: 332-46.

Entman, R.M. 1992. "Blacks in the News: Television, Modern Racism, and Cultural Change." *Journalism Quarterly*, 69: 341.

Entman, R.M. 1993. *Framing*. *Journal of Communication*. 43 (4): 51-58.

Entman, R.M. and Rojecki, A. 1993. *Freezing out the Public*. *Political Communication*. 10 (155-173).

Fillmore, C. 1975. "An Alternative to Checklist Theories of Meaning." *Proceedings of the First Annual Meeting of the Berkeley Linguistics Society*. Berkeley: Berkeley Linguistics Society.

Fillmore, C. 1985. "Frames and the Semantics of Understanding." *Quaderni di Semantica*, 6: 222.

Flay, B. R. and T. D. Cook. 1989. "Three Models for Summative Evaluation of Prevention Campaigns with a Mass Media Component." *Public Communication Campaigns*. Ronald E. Rice and C.K. Atkin (Eds). Newbury Park, CA: Sage.

FrameWorks Institute. 2002. *Making Communications Connections: A Toolkit*. Baltimore, MD: The Annie E. Casey Foundation.

Frank, T. 2001. *One Market Under God*. New York: Anchor Books.

Gamson, W. 1985. *Goffman's Legacy to Political Sociology*. *Theory and Society*. 617.

Gamson, W. 1992. *Talking Politics*. Cambridge University Press.

Gamson, W. 1998. "Collective Identity and the Mass Media," Chapter prepared for *Minnesota Symposia on Political Psychology*, Brogida and Sullivan (eds.). New York: Cambridge University Press.

Gamson, W., 1999. "Promoting Political Engagement." In *Mediated Politics*, Bennett and

Entman (eds.). New York: Cambridge University Press.

Gamson, W. A., Croteau, D., Hoynes, W., Sasson, T. 1992. "Media Images and The Social Construction of Reality." *Annual Review of Sociology*, 18:373-93.

Gans, Herbert J. 1980. *Deciding What's News: A Study of CBS Evening News, NBC Nightly News, Newsweek and Time*. New York, NY: Vintage Books.

Gergen, D. 1991. "Diplomacy in a Television Age: The Dangers of Teledemocracy." *The Media and Foreign Policy*. Ed. Simon Serfaty. New York: Foreign Policy Institute/St. Martin's Press.

Gigerenzer, G., P. M. Todd and the ABC Research Group. 1999. *Simple Heuristics That Make Us Smart*. Oxford: Oxford University Press.

Gilliam, F.D., Jr. Forthcoming. "The Welfare Queen Experiment." *Nieman Reports*.

Gilliam, F.D., Jr., and S. Iyengar. 1998. "The Superpredator Script." *Nieman Reports*: 45.

Gilliam, F. D., Jr. and S. N. Bales. 2001. "Strategic Frame Analysis," *Social Policy Report*, 4:1-23.

Gilliam, F D., Jr. 1998. "Race and Crime in California" in Michael B. Preston, Bruce A. Cain, and Sandra Bass (eds.), *Racial and Ethnic Politics in California*. (Berkeley: Institute for Governmental Studies Press, University of California).

Gilliam, F.D., Jr., and S. Iyengar. 1997. "Prime Suspects: The Effects of Local News on the Viewing Public." Paper presented at the annual meeting of the *Western Political Science Association*, Portland, OR.

Gilliam, F.D., Jr. 1997. *Across the Wall: An Evaluation of the "Whose Side Are You On?" Public Service Announcement Campaign*. Washington, D.C.: The Charles S. Benton Foundation.

Gilliam, F.D. Jr., S. Iyengar, A. Simon, and O. Wright. 1996. "Crime in Black and White: The Violent, Scary World of Local News." *Harvard International Journal of Press/Politics*. 1: 6-23.

Gilliam, F. D., Jr. and S. N. Bales. 2002. "Strategic Frame Analysis and Youth Development: How Communications Research Engages the Public." *Handbook of Applied Developmental Science: Applying Developmental Science for Youth and Families: Historical and Theoretical Foundations*. Richard M. Lerner, Francine Jacobs, and Donald Wertlieb (eds). Vol. 1. Thousand Oaks, CA: Sage.

Gitlin, T. 1980. *The Whole World is Watching*. Berkeley, CA: University of California

Press.

Glasser, T. and C. Salmon (eds.). 1995. *Public Opinion and the Communication of Consent*. New York: The Guilford Press.

Goffman, E. 1974. *Frame Analysis: An Essay on the Organization of Experience*. Cambridge: Harvard University Press.

Graber, Doris A. (ed). 1994. *Media Power in Politics*. Washington, DC: Congressional Quarterly Press.

Graber, D. 1984. *Processing the News*. New York: Longman.

Gray, Jay and Stephen Silha, Marion Woyvodich. April, 1999. *Telling Stories: Building Community by Improving Communications*. Seattle, WA: Good News/Good Deeds.

Harrower, T. 1998. *The Newspaper Designer's Handbook*. Boston: McGraw-Hill, 4<sup>th</sup> edition.

Holland, D. C. and N. Quinn, (eds.). 1987. *Cultural Models in Language and Thought*. Cambridge: Cambridge University Press.

Hyman, H. H. and Sheatsley, P. 1947. "Some Reasons Why Information Campaigns Fail." *Public Opinion Quarterly*, 11:412-423.

**Iyengar, S. 1991. *Is Anyone Responsible? How Television Frames Political Issues*. Chicago: University of Chicago Press.**

**Iyengar, S. and Donald R. Kinder. 1987. *News That Matters: Television and American Opinion*. Chicago: University of Chicago Press.**

**Iyengar, S. and Richard Reeves (eds.). 1997. *Do the Media Govern?: Politicians, Voters and Reporters in America*. Thousand Oaks, CA: Sage.**

Iyengar, S. and A. Simon. 1997. "Coverage of the Gulf Crisis and Public Opinion: A Study of Agenda Setting, Priming, and Framing." S.Iyengar and R. Reeves (eds). *Do The Media Govern? Politicians, Voters, and Reporters in America*. Thousand Oaks, CA: Sage.

Kempton, W., J. Boster, and J. Hartley. 1995. *Environmental Values in American Culture*. Cambridge, MA: MIT Press.

Kimball, Penn. 1994. *Downsizing the News: Network Cutbacks in the Nation's Capital*. Washington, DC: The Woodrow Wilson Center Press.

Kotler, P., E. L. Roberto and N. Roberto. 1999. *Social Marketing: Strategies for Changing Public Behavior*. New York: Free Press.

Kotler, P., & Zaltman, G. 1971. "Social Marketing: An Approach to Planned Social Change." *Journal of Marketing*, 35, 3 – 12.

Kress, G., and T. van Leeuwen. 1996. *Reading Images: The Grammar of Visual Design*. London: Routledge.

Kunkel, D. 1994. *The News Media's Picture of Children*. Oakland: Children Now.

Lakoff, G. 1987. *Women, Fire and Dangerous Things: What Categories Reveal about the Mind*. Chicago: University of Chicago Press.

**Lakoff, G., and M. Johnson. 1979. *Metaphors We Live By*. Chicago: University of Chicago Press.**

**Lakoff, G. 1996. *Moral Politics: What Conservatives Know that Liberals Don't*. Chicago: University of Chicago Press.**

Lakoff, G., and J. Grady. 1998. "Why Early Education Benefits All of Us." In S. Bales (ed.), *Effective Language for Discussing Early Childhood Education*. Washington, DC: Benton Foundation with the Human Services Policy Center at the University of Washington.

Linsky, M. 1986. *Impact: How the Press Affects Federal Policymaking*. New York, NY: W. W. Norton and Co.

Lippmann, W. 1921. *Public Opinion*. New York: The Free Press.

Lubia, A., and M. McCubbins. 1998. *The Democratic Dilemma: Can Citizens Learn What They Need to Know?* Cambridge: Cambridge University Press.

Lynd, R. 1939. *Summary of discussions of the communications seminar*, November 24, 1939. Rockefeller Archive Center, John Marshall Collection.

Marshall, J. 1939. *Letter to Lloyd Free*, August 17, 1939. Rockefeller Archives Center, John Marshall Collection.

Mauss, A., and J. Wolfe (eds.). 1977. *This Land of Promises: the Rise and Fall of Social Problems*. Philadelphia: Lippincott.

**McAdam, D., J.D. McCarthy, and M. N. Zald (eds.). 1996. *Comparative Perspectives on Social Movements: Political Opportunities, Mobilizing Structures, and Cultural Framings*. Cambridge University Press.**

McCombs, M. E. and D. L. Shaw. (1972). "The Agenda-Setting Function of Mass Media." *Public Opinion Quarterly*, 36, 176-187.

McGuire, W. J. (1989). "Theoretical Foundations of Campaigns." *Public Communication Campaigns*. Eds. Ronald E. Rice and Charles K. Atkin. Newbury Park, CA: Sage.

McLuhan, M. 1964. *Understanding Media*. New York: McGraw-Hill.

Meadow, R. G. (1989). "Political Campaigns." *Public Communication Campaigns*. Eds. Ronald E. Rice and Charles K. Atkin. Newbury Park, CA: Sage.

Messaris, P. 1994. *Visual Literacy: Image, Mind, and Reality*. Boulder, San Francisco, and Oxford: Westview Press.

Mills, C. W. 1959. *The Sociological Imagination*. New York: Oxford University Press.

Morris, A. D. and C. M. Mueller, eds. (1992). *Frontiers in Social Movement Theory*. New Haven and London: Yale University Press.

Murry, J. P. Jr., A. Stam and J. L. Lastovicka. (Spring 1996). "Paid- versus donated-Media Strategies for Public Service Announcement Campaigns." *Public Opinion Quarterly*, vol. 60, no. 1:1(29).

Mutz, D. C. (1998). *Impersonal Influence: How Perceptions of Mass Collectives Affect Political Attitudes*. New York: Cambridge University Press.

Mutz, D. C. and J. Soss. (1997) "Reading Public Opinion: The Influence of News Coverage on Perceptions of Public Sentiment." *Public Opinion Quarterly*, 61, 431-452.

Neuman, W., M. Just, and A. Crigler. 1992. *Common Knowledge: News and the Construction of Political Meaning*. Chicago: University of Chicago Press.

Paisley, W. (1981). "Public Communication Campaigns: The American Experience." *Public Communication Campaigns*. Ed. Ronald E. Rice and William J. Paisley. Beverly Hills, CA: Sage Publications.

Papper, R. & Gerhard, M. (1997, April). "Newsrooms Still Earn Profits." *Communicator*, 7-8.

Paulos, J.A. 1995. *A Mathematician Reads the Newspaper*. New York: Anchor Books Doubleday.

Paulos, J.A. 1999. *Once Upon A Number: The Hidden Mathematical Logic of Stories*. Basic Books.

Perlmutter, D. 1998. *Photojournalism and Foreign Policy: Icons of Outreach in International Crises*. Westport, CT, and London: Praeger.

Perloff, R. M. (1993). *The Dynamics of Persuasion*. Hillsdale, NJ: Lawrence Erlbaum.

Pertschuk, M. 1986. *Giant Killers*. New York: W. W. Norton and Co.

Pertschuk, M. 1995. "How to Out-talk the Right." *Nation*. 6-25-95:921-923.

Pertschuk, M. 2001. *Smoke in their Eyes: Lessons in Movement Leadership from the Tobacco Wars*. Nashville, TN: Vanderbilt University Press.

Pertschuk, M. and Schaetzel, W. 1989. *The People Rising*. New York: Thunder's Mouth Press.

Polsby, N. and A. Wildavsky. 1988. *Presidential Elections, 7th edition*. New York: The Free Press.

**Price, Vincent. 1992. *Public Opinion*. Thousand Oaks: Sage Publications.**

Reese, S. D., O.H. Gandy, Jr. and A. E. Grant. 2001. *Framing Public Life: Perspectives on Media and Our Understanding of the Social World*. Mahwah, NJ: Erlbaum.

**Reich, Robert B. 1987. *Tales of A New America*. New York, NY: Times Books..**

Reich, R., (ed.). 1990. *The Power of Public Ideas*. Cambridge, MA: Harvard University Press.

Rice, R. and C.K. Atkin, eds. 1989. *Public Communication Campaigns*. Newbury Park, CA: Sage Publications.

Rivers, W., W. Schramm, and C. Christians. 1980. *Responsibility in Mass Communications*. New York: Harper & Row.

Rockefeller Brothers' Fund. 2000. *Annual Report of 1999*. New York: Rockefeller Brothers Fund.

Rokeach, M. 1979. *Understanding Human Values, Individual and Societal*. New York: The Free Press.

Rogers, E. M. 1994. *A History of Communication Study: A Biographical Approach*. New York: The Free Press.

Roper Starch Worldwide. 1994. *Roper Reports*, 93, 22.

Rosen, Jay. 1995. *Public Journalism as a Democratic Art*. New York, NY: Project on Public Life and the Press.

Rosen, Jay. 1992. "Politics, Vision and the Press: Toward a Public Agenda for Journalism." In *The New News v. the Old News: The Press and Politics in the 1990s*. New York, NY: A Twentieth Century Fund Paper.

**Ryan, C. 1991. *Prime Time Activism: Media Strategies for Grass Roots Organizing*. Boston: South End Press.**

Ryan, C. 1991. "Media Battlefronts: Political Action and Coverage in the Press." *Social Policy*. Fall 1991: 8-15.

Ryan, C., Carragee, K., Schwerner, C., "Media, Movements, and the Quest for Social Justice." *Journal of Applied Communications Research*. 26 (1998):165-181.

Saasta, T. 1998. "What is Framing? Why is it Important?" In *How to Tell and Sell Your Story: Part 2*. Center for Community Change. Special Issue. Spring 1998 20: 15-28.

Schank, R. and R. P. Abelson. 1977. *Scripts, Plans, Goals, and Understanding*. Hillsdale, N.J.: Erlbaum.

**Schank, R., G.S. Morson, and S. Morson. 1995. *Tell Me A Story: Narrative and Intelligence*. Chicago: Northwestern University Press.**

Schon, D.A. and M. Rein. 1994. *Frame Reflection: Toward the Resolution of Intractable Policy Controversies*. New York: Basic Books.

Schorr, L. 1998. *Common Purpose: Strengthening Families and Neighborhoods to Rebuild America*. New York: Doubleday Press.

Schorr, L. 1989. *Within Our Reach: Breaking the Cycle of Disadvantage*. Anchor Books.

Schram, M. 1987. *The Great American Video Game: Presidential Politics in the Television Age*. New York: William Morrow.

Schramm, W. 1997. *The Beginnings of Communications Study in America: A Personal Memoir*. Thousand Oaks: Sage Publications.

Shoemaker, P. and S. Reese. 1996. *Mediating the Message: Theories of Influences on Mass Media Content*. White Plains, NY: Longman.

Sigal, Leon V. 1973. *Reporters and Officials: The Organization and Politics of Newsmaking*. Lexington, MA: D. C. Heath and Co.

Solomon, D. S. 1989. "A Social Marketing Perspective on Communication Campaigns." *Public Communication Campaigns*. Ronald E. Rice and C.K. Atkin (Eds). Newbury Park, CA: Sage.

Snow, D. and Benford, R. 1988. "Ideology, Frame Resonance and Participant Mobilization." In *From Structure to Action*, Klandermans, Kriesi and Tarrow (eds.) Greenwich, CT: JAI Press.

Stiff, J. B. 1994. *Persuasive Communication*. New York: The Guilford Press.

Strauss, C., and N. Quinn. 1997. *A Cognitive Theory of Cultural Meaning*. Cambridge: Cambridge University Press.

**Tannen, Deborah. 1999. *The Argument Culture: Stopping America's War of Words*. New York, NY: Ballantine Books.**

**Tannen, Deborah (ed). 1993. *Framing in Discourse*. New York: Oxford University Press.**

Tuchman, G. 1978. *Making News*. New York: The Free Press.

Wallack, L. 1981. "Mass Media Campaigns: The Odds against Finding Behavior Change." *Health Education Quarterly* 8 (Fall): 209-60.

Wallack, L. 1990. "Improving Health Promotion: Media Advocacy and Social Marketing Approaches." C. Atkin and L. Wallack (eds). *Mass Communication and Public Health: Complexities and Conflicts*. Newbury Park, CA: Sage.

**Wallack, L., Dorfman, L., Jernigan, D. and Themba, M. 1993. *Media Advocacy for Public Health: Power for Prevention*. Thousand Oaks: Sage.**

**Wallack, L., Woodruff, K., Dorfman, L. and Diaz, I. 1999. *News for A Change*. Thousand Oaks: Sage.**

Wallack, L., L.Dorfman. 1996. "Media Advocacy: A Strategy for Advancing Policy and Promoting Health." *Health Education Quarterly*. 23(3): 293-317.

Wallack, L., W. DeJong. 1995. "Mass Media and Public Health." U. S. Department of Health and Human Services (ed). *The Effects of Mass Media on the Use and Abuse of Alcohol*. Bethesda, MD: National Institute of Health; 253-268.

William. T. Grant Foundation. 1999. *Annual Report of 1998*. New York: W. T. Grant Foundation (<http://wtgrantfoundation.org>).

Winnett, Liana. 1997. "Advocate's guide to developing framing memos." In S. Iyengar and R. Reeves (eds.), *Do the Media Govern?* Thousand Oaks, CA: Sage Publications.

Woodruff, K. 1998. "Youth and Race on Local TV News." Nieman Reports.

Zaller, J. 1994. "Strategic Politicians, Public Opinion, and the Gulf Crisis." *Taken By Storm: The Media, Public Opinion, and U.S. Foreign Policy in the Gulf War*. Eds. W. L.Bennett and D.L. Paletz. Chicago: University of Chicago Press.

Updated: September 2002