

Broadcast News Producing

"Having worked closely with Brad Schultz, I know he has important insights to pass along to students in the area of broadcast news production. This seems to be a fairly comprehensive effort that covers many of the aspects of news production that other texts have ignored. I think it will be a tremendous help to those who are interested in this part of the broadcast journalism industry." -Dr. Joe Foote, Arizona State University and Past President of the Association for Education in Journalism and Mass Communication "Brad Schultz has brought his solid professional experience to bear in putting together a highly readable how-to for students aspiring to take their place behind the camera. Broadcast News Producing is full of useful tips as well as providing important grounding in the fundamentals of producing a successful newscast." -Beth E. Barnes, University of Kentucky Broadcast News Producing is one of the first comprehensive texts in its field. While until now most broadcast journalism textbooks have been geared toward students who want careers on-camera, Broadcast News Producing goes behind the camera to teach students the hows and whys of putting together compelling news programs for television, radio, and the Internet. This text lays the groundwork for good producing, giving the reader an insider's perspective on newsroom structure and the producer's role. It takes students step-by-step through the producing process, providing a guide to putting together a successful newscast. The book also addresses critical issues that face today's producers, including ethics, newsroom leadership, staff management, resource management, newsroom relationships, and career planning. Key Features - Combines the practical skills and techniques needed in today's broadcast news production with timely theoretical and ethical issues facing producers. - Serves as a guide to running campus radio and television programs, complete with step-by-step instructions and examples on how to run a news program from start to finish. - Reinforces teaching points through graphics, tables, charts, and photos. - Gives readers an insider's view of broadcast production through question-and-answer interviews with current and former broadcast news producers. - Focuses separate sections on producing news programs for television, radio, and the Internet; and on producing specialized broadcast news segments such as sports, weather, live reports, debates, roundtable discussions, and call-in shows. Broadcast News Producing is an ideal textbook for undergraduate journalism courses in broadcast news and mass communications. It is also recommended as a reference for secondary school and college newsrooms, where it can be used as a guide to running a campus news program.

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