

Broadcast Journalism Street Smarts: The 2012 Survival Guide for Today's Television Newsroom



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Reviews

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BROADCAST JOURNALISM STREET SMARTS: THE 2012 SURVIVAL GUIDE FOR TODAYS TELEVISION NEWSROOM



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Createspace. Paperback. Condition: New. This item is printed on demand. 244 pages. Dimensions: 8.4in. x 5.5in. x 0.7in. Its time for reporters to get street smart. And not just about reporting. Theres more to the television news business than gathering facts and getting your face on camera. You need to navigate the minefield present in every newsroom in America. Broadcast Journalism Street Smarts is a survival guide that offers tips to make your stories stand out, job hunting strategies and critical advice to help you navigate the unique office politics of broadcasting. And youll get the News Directors playbook and learn about those Jedi Mind Tricks played on unsuspecting employees. Learning how News Directors think, what theyre looking for in a great resume tape, how to negotiate a contract, the ins and outs of out clauses, and mastering the intangibles of the business can be of great help in moving you up the ladder. In addition, youll get some street smart tips on finding openings that arent advertised and how to spot the red flags in a news operation before you take a job. Its real world advice from a network broadcast journalist whos been on both sides of the fence as a reporter and a manager. Chapter One-Choosing a College-The Interns Guidebook-The Almost Grads GuideChapter Two-Broadcasting Myths-The Most Difficult SkillChapter Three: Television News Basics -The Package-How to cut time from your package-Guide to B-roll-An ear for natural sound-The one-sided story-Coming up with a standup-Ending a package-Meeting stories-The viewers point of view-Architectural studies-Before writing your package-Reporters checklist-How to find a story-Rounds calls-The story hook-Anchoring the first time-Anchor checklist-Successful anchors-How to write a tease-Backtiming your day-How to produce a newscast and have time for lunch-Interview Tips-Political Interviews-Reporter Involvement-The lazy package-The night shift-Live shots made simple-Sequences and jump cutsChapter Four: Job hunting-Targeting a...

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