Broadcast News Producing

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.