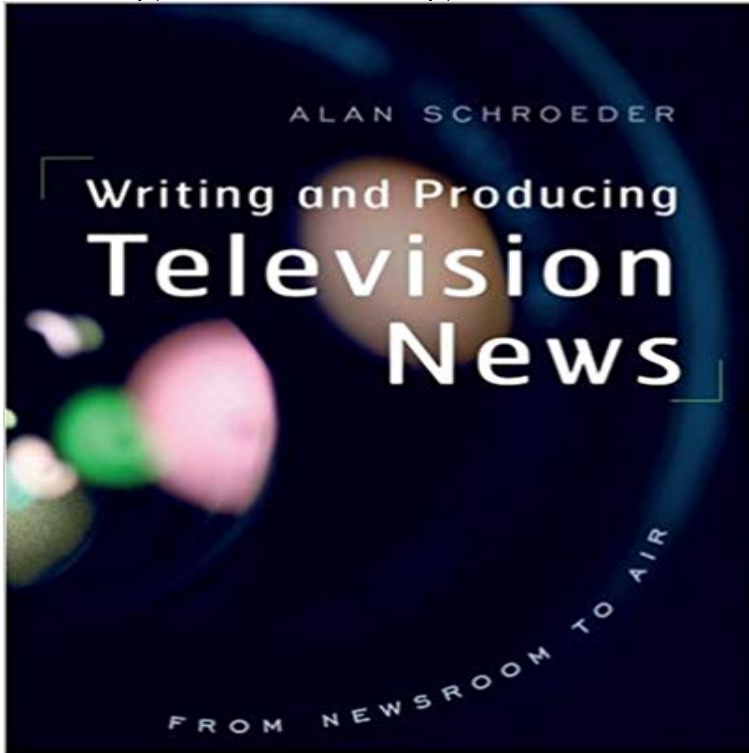


Writing and Producing Television News: From Newsroom to Air



Drawing on the insights and experiences of reporters, anchors, producers, assignment editors, web journalists, graphic artists, and newsroom executives from across the country, *Writing and Producing Television News: From Newsroom to Air* is not merely a production manual, but rather a guide to newsroom writing and producing. The book immerses students in the everyday challenges that face journalists in professional television newsrooms, largely through the device of a fictional town called Lakedale, where many of the examples and exercises are set. From the very beginning of the book students are thrust into the roles of decision makers, learning about the many factors that will enable them to function as producers and reporters. Functioning as both a text- and a workbook, it integrates dozens of original examples, exercises, and assignments covering a broad spectrum of material, from breaking news to features. The book also introduces a wide range of story formats, from simple anchor readers and voiceovers to such complex structures as sound-bite stories and news packages. In addition to scriptwriting, the exercises and assignments cover such ancillary areas as graphics, headlines, teases, newscast organization, live reporting, web-based journalism, and anchoring, as well as news judgments and ethical decision making. *Writing and Producing Television News* is an ideal text for undergraduate courses in broadcast journalism.

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