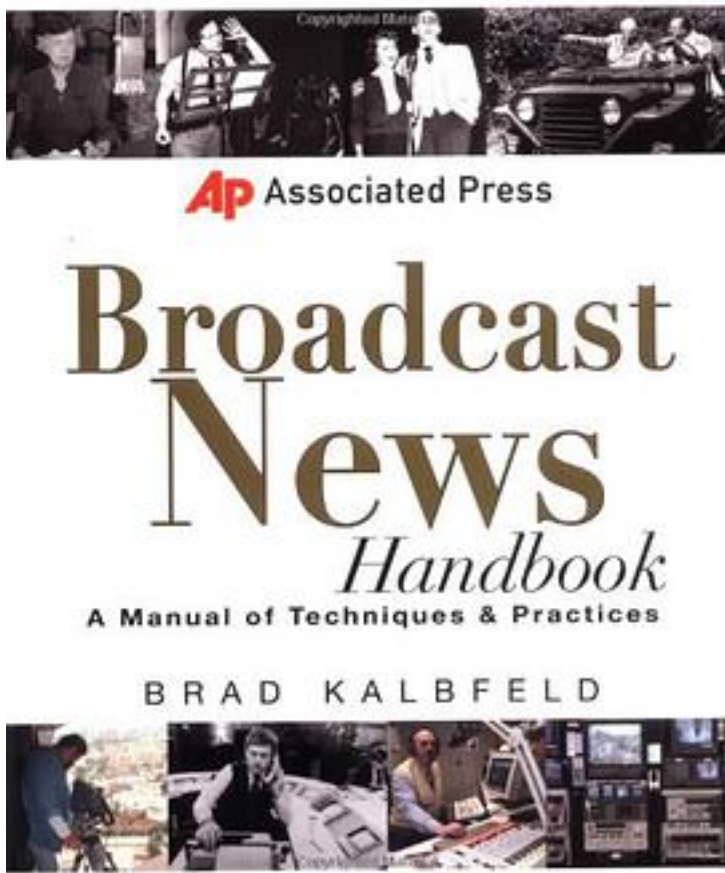


Associated Press Broadcast News Handbook



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From the agency that started it all, this is the definitive guide to getting, writing and delivering the news on television, radio, and the Internet. Produced by the experts at the world's oldest, largest and most respected news agency, the "Associated Press Broadcast News Handbook" offers you an opportunity to learn directly from "the

source," about all practical aspects of writing and delivering news in all electronic media. Originally available only to AP members, the Handbook provides expert guidelines on how to find, research, write, edit, produce, and deliver authoritative, accurate, and engaging news stories in the studio or from the field. It also offers indispensable advice on key technical aspects of the job, from how to handle a microphone to how wire services work. Throughout the Handbook you'll find dozens of fascinating examples from 80 years of top-notch broadcast journalism of every type - from war correspondence to human interest stories - as well as memorable and insightful quotes by many of the greats, including Walter Cronkite, Edward R. Murrow, and Charles Kuralt. You'll also find helpful sidebars providing relevant style guidelines for news features, writing intro sound bites, rules for handling quotations, and much more. One key feature of the "Associated Press Broadcast News Handbook" is "The Specifics of Broadcast Style," an A-to-Z, quick-reference style guide offering concise definitions of hundreds of key words and phrases. This comprehensive guide covers established norms and practices in spelling, punctuation, tone, diction, use of foreign terms, references, sports reporting, and more. "The Associated Press Broadcast News Handbook" is an indispensable tool of the trade for students and seasoned journalists alike. Brad Kalbfeld is Deputy Director and Managing Editor of Associated Press Broadcast division in Washington, D.C. and has been an editor, foreign correspondent, and writer for AP for more than 20 years.

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