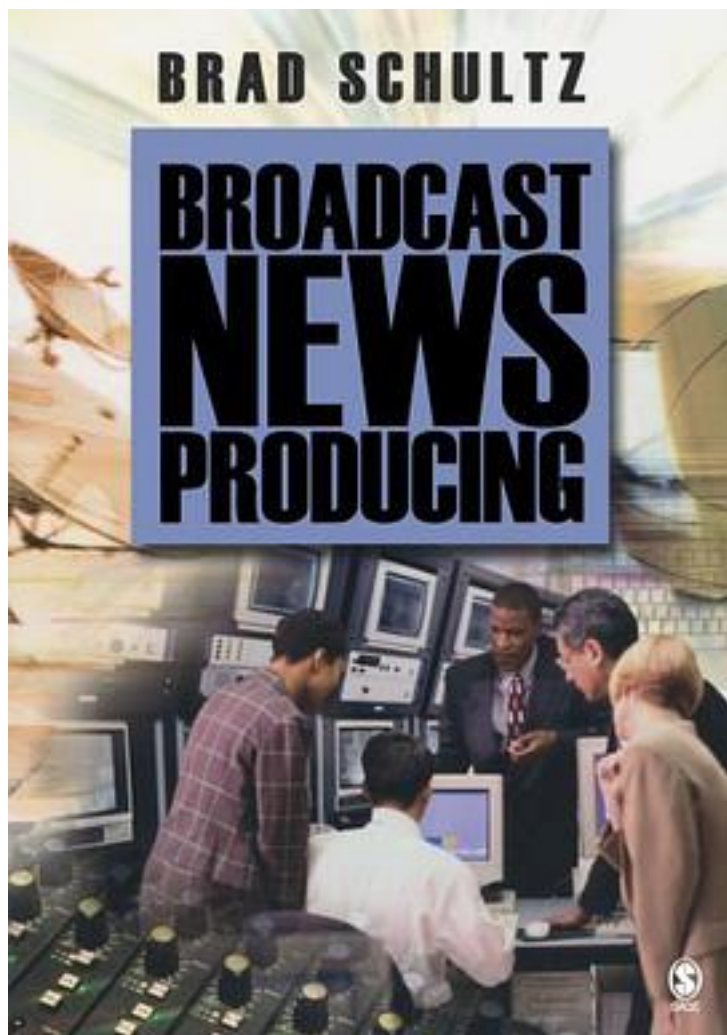


Broadcast News Producing



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著者:Schultz, Bradley E.

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"Broadcast News Producing" goes behind the camera and exposes readers to the

process of news production from the creation of story ideas to the presentation on air. From a broad theoretical perspective to a direct 'how to' of putting together a newscast, this book covers news producing for television, radio, and the Internet. In addition, the book discusses critical issues facing today's producers, including newsroom leadership, staff management, resource management, newsroom relationships and career planning. "Broadcast News Producing" is designed for anyone who wants to work in today's broadcast news industry and is an ideal text for any Mass Communication or Journalism course on broadcast news.

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