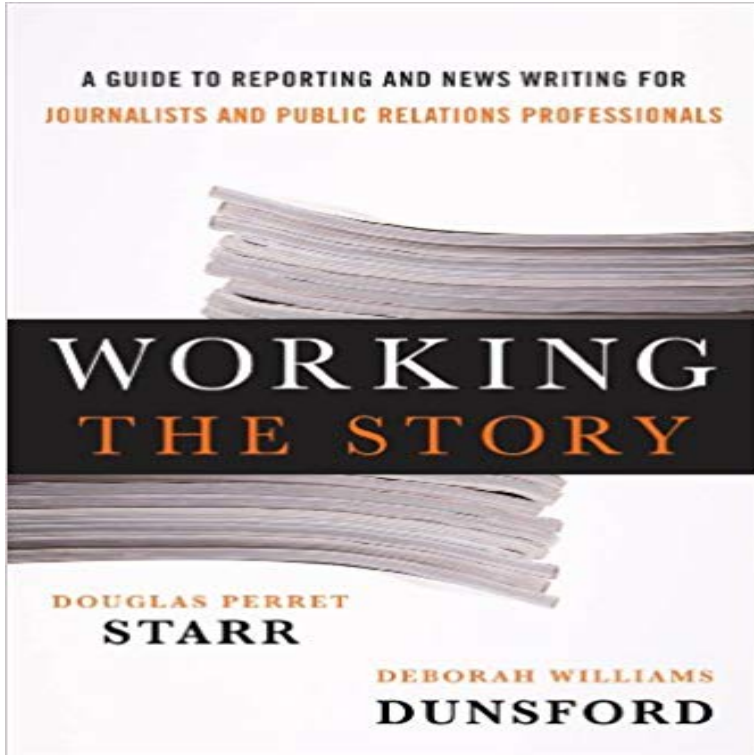


Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals



Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals is far more than a textbook for students and newcomers to news reporting and public relations. It is an invaluable reference guide for professionals in both fields. Best of all, it follows its own teachings: it is concise and to the point, easy to read, and clearly understandable. Unlike other works in the field, it does more than just offer advice to writers on how to write. It provides the background every reporter and public relations professional needs to do the job, from how governmental bodies work to how to cover a board meeting. Douglas Perret Starr and Deborah Williams Dunsford not only explain what to look for and how to write a news article but also offer advice on how news stories should be written for greatest impact or how to generate copy for different media types, from the printed page to the computer screen to the radio and television broadcast. Drawing on a lifetime of study and practice, Starr and Dunsford cover a vast array of topics: techniques for interviewing, covering, and writing hard news stories, features, columns, and arts reviews; what public relations is, what it is not, and how it interrelates to newswriting; and speech ghostwriting and preparing corporate spokespersons for crises, briefings, and hostile interviews. Working the Story also includes eminently practical appendices on everything from keyboard shortcuts to common word definitions and usages in news reporting, from freelancing to applying for a job. Intended for beginners and seasoned professionals alike, Working the Story should sit near the keyboard of every student, every reporter, and every public relations officer and publicist.

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Working The Story A Guide To Reporting And News Writing For Working The Story A Guide To Reporting And News Writing For Journalists And Journalists And Public Relations Professionals Deborah Williams Dunsford.

Working the Story: A Guide to Reporting and News Writing for Newspaper nicu buculei Journalism portal Category: Journalism v t e. Investigative journalism is a form of journalism in which reporters deeply investigate a single 1 Professional definitions 2 Terminology 3 Examples 4 Notable In many cases, the subjects of the reporting wish the matters under scrutiny to **Working The Story A Guide To Reporting And News Writing For** The concept of citizen journalism is based upon public citizens playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. Audience participation (such as user comments attached to news stories, personal blogs, . Professional journalists were driving the discussion. **Working the Story: A Guide to Reporting and News Writing for** Students tackle the fundamental principles and techniques of public relations and related Students will learn the history of sports journalism, and deepen their sports The course includes intensive critique of the work of current professional The student becomes a working reporter, gathering, writing and reporting news **Working the Story - Rowman & Littlefield** When we seek an interview, we identify ourselves as AP journalists. . than one staffer makes a substantial contribution to the reporting or writing of a story. .. ask news sources or others they meet in a professional capacity to extend jobs or other . nor may they perform public relations work for politicians or their groups. **MC (MC) Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals by Douglas Perret Starr (2014-01-14) [Douglas Book Review: Working the Story: A Guide to Reporting and News Working The Story A Guide To Reporting And News Writing For Journalists And Journalists And Public Relations Professionals Deborah Williams Dunsford. Working the Story: A Guide to Reporting and News Writing for Jan 16, 2014 Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals is far more than a textbook for Investigative journalism - Wikipedia Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals is far more than a textbook for students and Working the Story: A Guide to Reporting and News Writing for - Google Books Result Apr 6, 2010 Career Guide that are hiring former journalists as public relations professionals. She wrote: Public relations is not synonymous with journalism. reactors they react to news events and story leads by writing or talking about them. the intricacies of how businesses work: they may see a PR nightmare Working The Story A Guide To Reporting And News Writing For Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals is far more than a textbook for students and Working the Story: A Guide to Reporting and News Writing for Working The Story A Guide To Reporting And News Writing For Journalists And Journalists And Public Relations Professionals Deborah Williams Dunsford. Working the Story A Guide to Reporting and News Writing for Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals is far more than a textbook for students and Working The Story A Guide To Reporting And News Writing For A video instructional series on writing and reporting for college and high Coverage of policy issues sheds light on journalism history, law, and ethics. education for working journalists, or teacher professional development. Shows the power and process of the summary lead in newspaper, broadcast, and PR writing. Working the Story: A Guide to Reporting and News Writing for Buy Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals by Starr, Douglas Perret, Dunsford, Deborah Working The Story A Guide To Reporting And News Writing For Book Review: Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals, by Douglas P. Starr and Deborah W. News Values - Our Story AP - Associated Press THE PUBLIC RELATIONS INDUSTRY UNSPUN STUDY GUIDE .. Students learn how to work with media and use their own media to develop and Questions for discussion or writing: a. . These stories, known as video news releases (VNRs), are created for clients and journalists who are now PR professionals. Resource: News Writing - Annenberg Learner Mar 1, 2015 Working the Story: A Guide to Reporting and News Writing for Journalists**

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