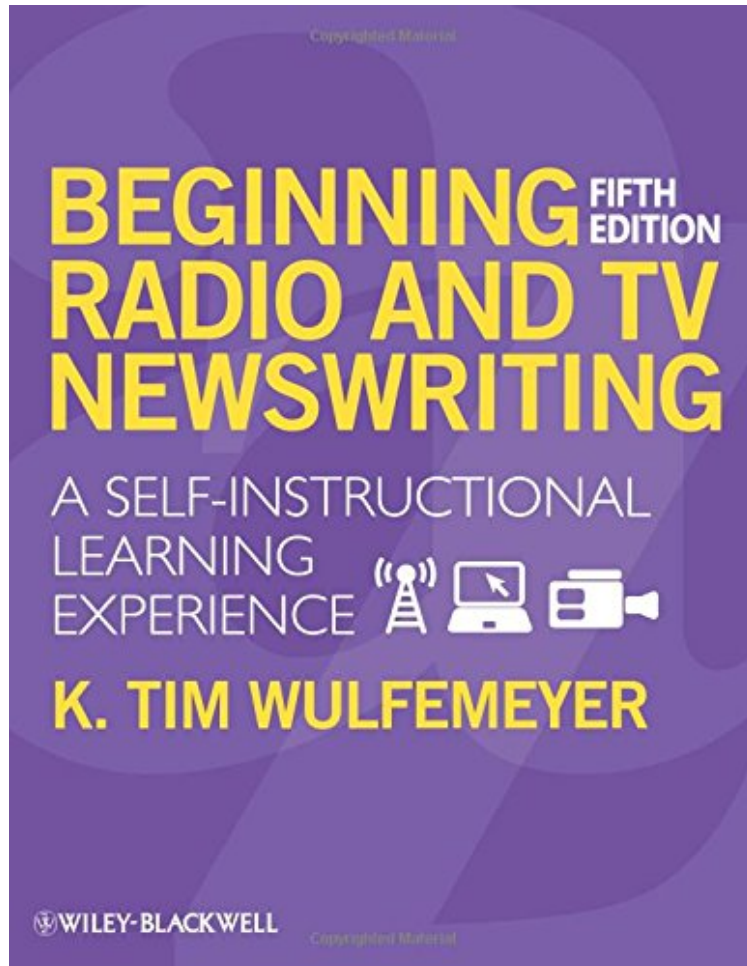


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Beginning Radio and TV Newswriting: A Self-Instructional Learning Experience

K. Tim Wulfemeyer

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The fifth edition of this bestselling text instructs students on the basic styles, principles, and techniques of radio and TV newswriting. It makes an ideal supplement to basic newswriting texts or radio and TV industry texts. Offers clear instruction, examples and exercises to guide beginning students in correct radio and TV news style Fully updated and with even more examples, exercises and tests The author has extensive radio and TV news experience, both on-the-air

and behind the scenes as a producer, news writer, videographer, newscaster, sportscaster, host and reporter

From the Back Cover Every prospective radio and TV journalist must start somewhere, and the best place to start is at the beginning: *Beginning Radio and TV Newswriting*. This newly revised edition of a bestselling text includes significant changes and helpful tools to familiarize students with the basic styles, principles and techniques of radio and TV newswriting. Through clear instruction, examples and exercises, beginning students learn how to: Understand and use basic radio and TV news terms. Write radio and TV news reader stories. Write and edit copy to match pictures, graphics and video. Write introductions to reporter packages. Place attribution, title, age, address and time elements in their proper place in a sentence. Write direct and indirect quotations, numbers and individually voiced numbers and letters. Fully updated with even more examples, exercises and tests, the fifth edition of *Beginning Radio and TV Newswriting* is the ideal guide to the newsroom for beginning students.

About the Author K. Tim Wulfemeyer is a Professor in the School of Journalism and Media Studies at San Diego State University where he serves as the coordinator of the Journalism Degree Program. He has extensive radio-TV news experience, both on-the-air as a newscaster, sportscaster, host and reporter and behind the scenes as a producer, news writer and videographer.