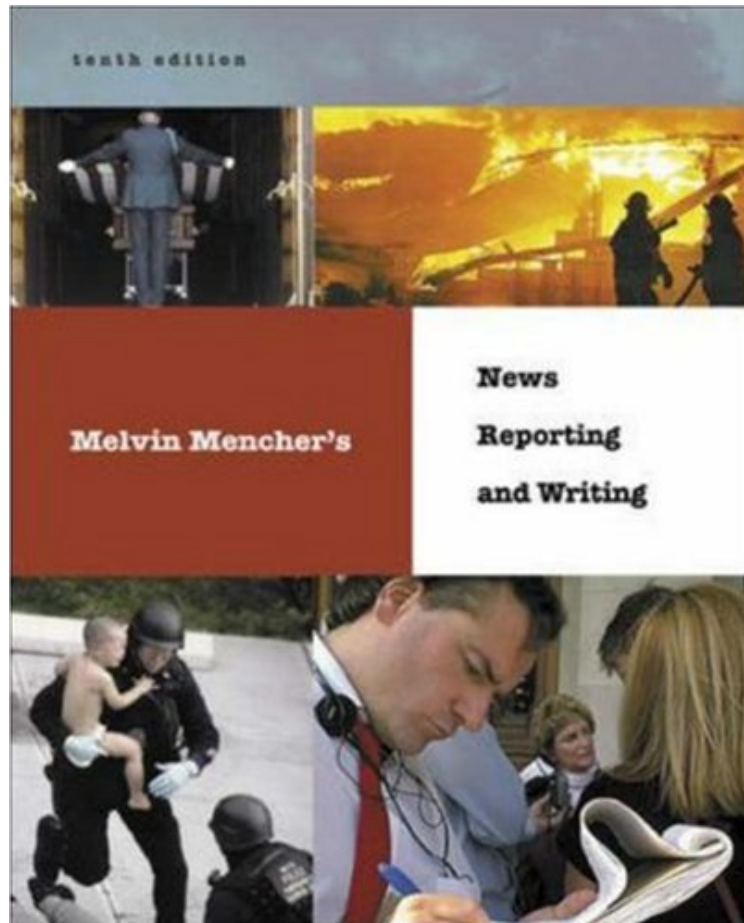


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Teaching by example through vivid writing, Professor Mencher shows students the fundamentals of reporting and writing news in this new edition of a classic text.

About the Author Melvin Mencher is the author of News Writing and Reporting, the text that set the standard for the field, now in its Eleventh Edition. He has extensive experience in the newsroom and has written numerous articles, as well as a publication from the Poynter Institute, "The Sayings of Chairman Mel."