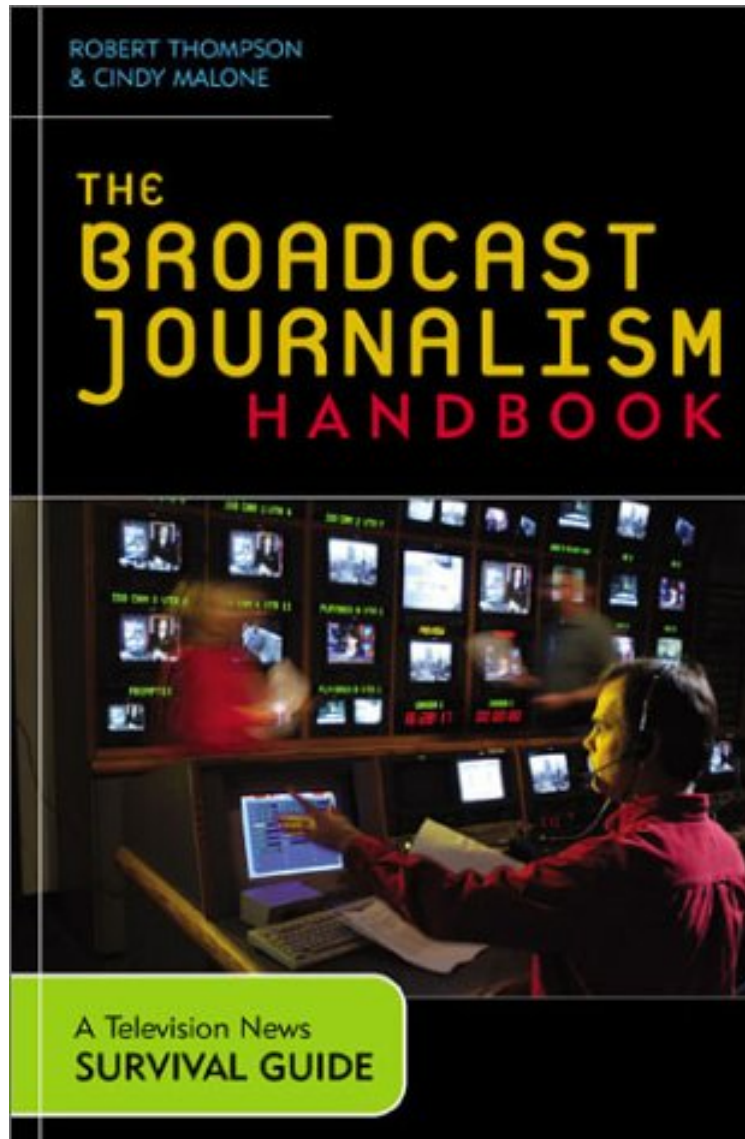


# The Broadcast Journalism Handbook: A Television News Survival Guide

*Robert Thompson, Cindy Malone*  
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**Robert Thompson, Cindy Malone : The Broadcast Journalism Handbook: A Television News Survival Guide**  
before purchasing it in order to gage whether or not it would be worth my time, and all praised The Broadcast  
Journalism Handbook: A Television News Survival Guide:

The Broadcast Journalism Handbook has everything you ever wanted to know about working in the television news business but were afraid to ask! College courses teach the theory of how a television newsroom works; here, working journalists show the reality of the business. Learn the ropes and how to head off amateur errors from the authors' vast experiences and dozens of interviews with news professionals. The economic recession and new advances in technology are making this exciting career more competitive than ever, and this book will give budding journalists a head start with an insider's view of the job necessary in today's environment. Complete with a news glossary, job-searching tips, helpful web sites, and real-life scenarios that put the student in the shoes of today's journalists, The Broadcast Journalism Handbook covers many newsroom positions, from assignment editors to producers, reporters, and anchors. It gives you newsroom experience before you get the job.

I will be using the book as a text in my spring semester Electronic News Gathering and Production class . . . I really like the 'real' language of the authors. I believe it will be an appropriate take-along text for my students who, after my course, will be one course away from emerging in the professional world. (Dan Keever, University of Georgia) The Broadcast Journalism Handbook is truly more than a newsroom survival guide it's a survival guide for the profession of broadcast journalism. In plain language and with plenty of common sense, it leads the student through the steps of getting that first job and keeping it, what counts in the newsroom, how to put stories together, and how to do it all responsibly and ethically. (Teresa Ponte, Florida International University) This book has an insider's view on the workings of the newsroom and shows the specific demands of television news, featuring many anecdotes compiled by working journalists. If you want to be a broadcast news journalist, you should read this to erase any doubt about entering the field. (Patricia Hastings, University of Wisconsin at Madison) This is a very accessible, practical guide for beginning TV news professionals. I found myself saying 'yes' or nodding in agreement as I read! It presents many realities of TV news in frank, straightforward terms you can tell it's written by people who have been there. This book would be great to have in a senior-level class, when some people are getting ready for TV careers and others are still wondering if that's the job for them. (Lee Hood, University of Colorado and veteran TV news producer) Whew! If I'd read this book 25 years ago I may have ended up taking that insurance job! The Broadcast Journalism Handbook does an outstanding job letting news business 'newbies' know what to expect when they get that coveted first job. If this includes you, read this book and get a running start into a wild and wonderful career. (Jim Benemann, anchor, KCNC-TV-Denver) About the Author Robert Thompson is an award-winning reporter/anchor with fifteen years of on-air experience. Cindy Malone is an Emmy award-winning news producer, co-owner of the production company Malone Media Group, and a former television news reporter and anchor.