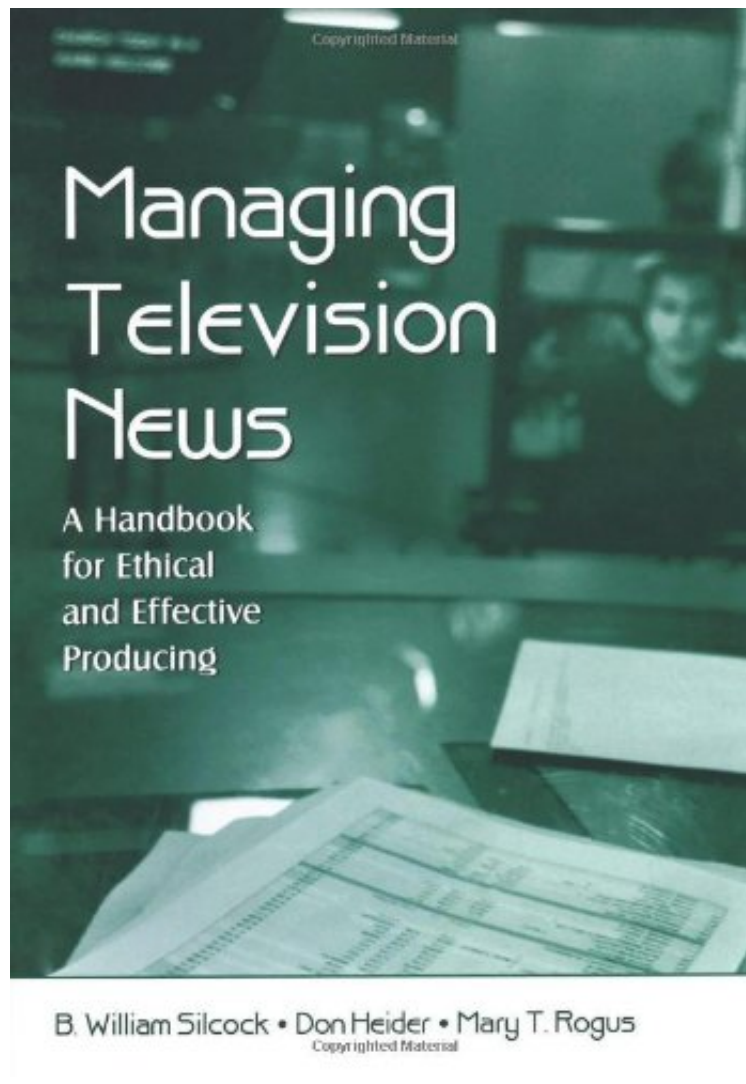


(Ebook pdf) Managing Television News: A Handbook for Ethical and Effective Producing (Routledge Communication Series)

## Managing Television News: A Handbook for Ethical and Effective Producing (Routledge Communication Series)

*B. William Silcock, Don Heider, Mary T. Rogus*  
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**B. William Silcock, Don Heider, Mary T. Rogus : Managing Television News: A Handbook for Ethical and Effective Producing (Routledge Communication Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Managing Television News: A Handbook for Ethical and Effective Producing (Routledge Communication Series)*:

4 of 4 people found the following review helpful. Great book for teaching student producers By H. E. Edgell I use this book in my course "News Producing" at the University of Missouri. It provides an excellent combination of practical

lessons and context about the producer's role in television news. There is information about working with other players in the TV news environment, from anchors to the assignment desk to production staffers. This is especially helpful for young producers trying to navigate a world where most of their colleagues are older and more experienced than they. Sections on writing, using production elements, helping reporters with their live shots, ratings and understanding who's watching the local news are also very helpful. The book includes first-person advice from television news professionals, which really brings the textbook to life.

*Managing Television News* provides a practical introduction to the television news producer, one of the most significant and influential roles in a newscast. Recognizing the need for formal training in this key role, authors B. William Silcock, Don Heider, and Mary T. Rogus have combined their expertise and experience to shape this essential resource on the responsibilities, demands, and rewards of the news producer position. Their book provides a strategic approach to producing newscasts and serves as an in-depth guide to creating quality, audience-friendly newscasts working within the realistic limitations of most newsrooms. It helps the student and the professional producer sort through the various deadline-driven challenges of creating a 30-minute newscast. Filled with real-world examples and advice from news directors, producers, and anchors currently in the business, and photographs illustrating the varied perspectives in the position, *Managing Television News* provides critical skill sets to help resolve ethical dilemmas, as well as keen and fresh insights on how to win the ratings without compromising news quality. Career concerns are also addressed. This resource is a pioneering book for the professional television newsroom and the individual reader interested in starting or expanding a producing career. It is an excellent text for the college classroom, as its structure fits neatly into a semester schedule, and it is a must-have resource for both seasoned and novice producers, as well as students in broadcast news.