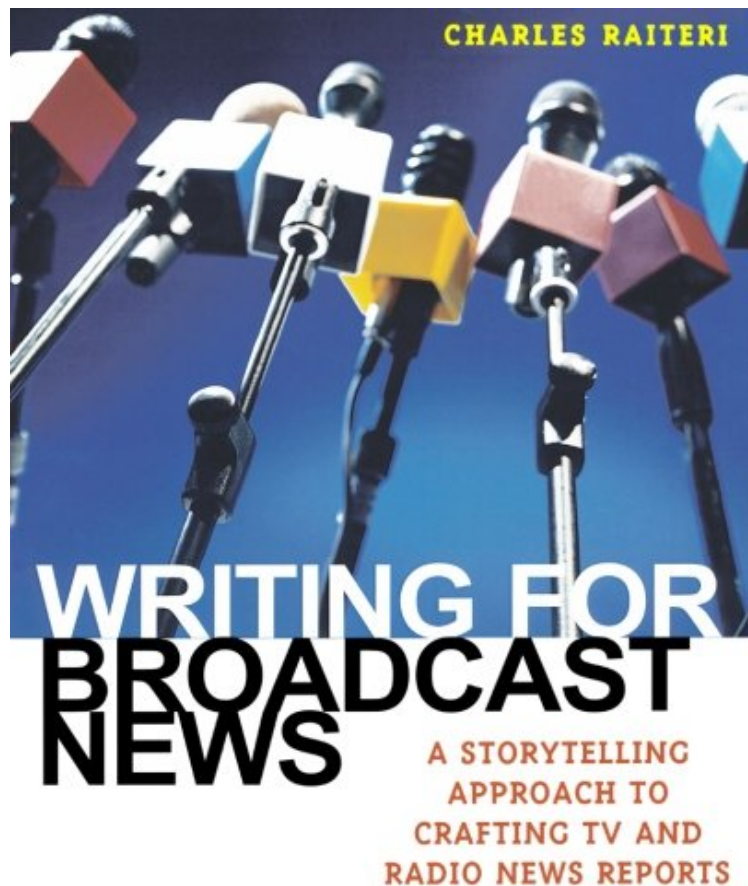


(Download free ebook) Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports

Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports

Charles Raiteri

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Charles Raiteri : Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports:

2 of 2 people found the following review helpful. Mixed Bag By Dr. W. G. Covington, Jr. A strength of this book is the last chapter which discusses convergence and online journalism. Students need to be prepared for the reality of preparing copy for myriad delivery systems. Each medium has unique requirements for writers seeking to get their messages across. Some media forms are more visually oriented than others, for example. The beginning of the book is another strong area as he discusses writing in conversational style and goes on to identify key terms in the industry. Chapter three on "people-izing" gets to the essence of what broadcast journalism is all about. If it isn't relevant to

people there's no point. While the book has a lot of valid things to say about the subject matter, the author has a blind spot. He's biased. This comes out in his examples. This illustrates how bias enters news when instructors and textbook writers are unaware of their own prejudices. I don't think it's intentional, but it's there nonetheless.

Writing for Broadcast News makes the storytelling elements that comprise a broadcast news story, whether for radio or TV, immediately accessible and understandable to beginning broadcast writers and journalism students. Its step-by-step approach defines the parts necessary to structuring a story with a clear beginning, middle, and end by establishing a definite framework into which the anchor lead, the reporter narrative, and the actualities or sound bites fit to form a seamless, compelling whole. Starting with the idea that people are most interested in people, no matter what the issue, this instructive book emphasizes the human element and shows how to put a face on the story at the earliest possible moment. It uses student report case histories to allow beginners to more easily learn the journalistic process and how to maintain its integrity and also features quizzes, exercises based on actual news stories, and critical evaluation checklists. Writing for Broadcast News gives practical advice to guide aspiring broadcast reporters and writers toward becoming effective storytellers.

Raiteri is an accomplished classroom teacher and has sent hundreds of students into broadcast news jobs with strong writing and storytelling skills. Writing for Broadcast News is a wonderful text that provides time-tested lessons that make a difference. Raiteri's book is understandable, effective, and fun. (Ralph Braseth) There is no one whose comprehension of media questions can excel that of the awesomely accomplished Charles Raiteri. But the most remarkable thing about this truly wonderful teacher and broadcaster is that, for all his intricate awareness of technique, he never loses sight of the ethical and human purposes of journalism. (Baker, Jackson) Complete and very well organized. A must-have book for students and working professionals. (Robert J. de Maria) Charles Raiteri has devoted his life to broadcasting excellence as a television news reporter, documentary producer, university professor, and now author. Raiteri's highly practical guide offers anyone aspiring to a career on the air or behind the scenes the basic building blocks of success. Broadcast veterans will profit from Raiteri's reminders on the fundamentals of storytelling. With its humility, attention to detail, and common sense, this book is a 'must have' for anyone writing broadcast news. (Birch, Joe) About the Author Charles Raiteri is a veteran T.V. reporter and professor of journalism.