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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."

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Melvin Menchers News Reporting And Writing Rather than letting Halloween pumpkins rot on the front porch, some people around Nova Scotia are suggesting creative ways to prevent them from going to waste. For the second year

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More than a quarter of a million students have learned the craft and ethics of journalism from Melvin Mencher's News Reporting and Writing. This classic text shows students the fundamentals of reporting and writing and examines the values that direct and underline the practice of journalism. The new edition features current developments in all areas of reporting, discusses the use of stark photos, provides dozens of new Internet sources and demonstrates how

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Journalists use them. Also included in the eleventh edition are guides for campaign and election coverage, reporting tips from Pulitzer Prize winners, and an examination of recent libel cases.

NWR Nine is the 25th Anniversary Edition of this classic text. Teaching by example, with vivid writing, Mr. Mencher teaches students the fundamentals of reporting and writing news.

The new sixth edition reflects the rapidly increasing use of computers in journalism, discussing their uses and effects

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throughout the text. Mencher offers a unique insider's look at an array of media from newspapers, magazines, and photojournalism to advertising, public relations, and broadcasting. His numerous, gritty photographs and vibrant examples highlight the world of journalism in a way no other book does.

This text is designed to help students survey the various fields in journalism and to show them how the practitioners in these fields do their work. It includes chapters on

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Advertising, public relations, photojournalism, broadcast and news-editorial work.

The Student Newspaper Survival Guide has been extensively updated to cover recent developments in online publishing, social media, mobile journalism, and multimedia storytelling; at the same time, it continues to serve as an essential reference on all aspects of producing a student publication. Updated and expanded to discuss many of the changes in the field of journalism and in college newspapers, with two new chapters to enhance the

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focus on online journalism
and technology Emphasis on
Web-first publishing and
covering breaking news as it
happens, including a new
section on mobile journalism
Guides student journalists
through the intricate, multi-
step process of producing a
student newspaper including
the challenges of reporting,
writing, editing, designing,
and publishing campus
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questions, exercises, sample
projects, checklists, tips
from professionals, sample
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North America Essential
reading for student
reporters, editors, page
designers, photographers,
webmasters, and advertising
sales representatives

Perhaps you've always wondered how public radio gets that smooth, well-crafted sound. Maybe you're thinking about starting a podcast, and want some tips from the pros. Or maybe storytelling has always been a passion of yours, and you want to learn to do it more effectively. Whatever the case—whether you're an avid NPR listener or you aspire to create your own audio, or

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both-Sound Reporting: The NPR Guide to Audio Journalism and Production will give you a rare tour of the world of a professional broadcaster. Jonathan Kern, who has trained NPR's on-air staff for years, is a gifted guide, able to narrate a day in the life of a host and lay out the nuts and bolts of production with equal wit and warmth. Along the way, he explains the importance of writing the way you speak, reveals how NPR books guests ranging from world leaders to neighborhood newsmakers, and gives sage advice on everything from proposing stories to editors to maintaining balance and

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And Writing. Best of all—because NPR wouldn't be NPR without its array of distinctive voices—lively examples from popular shows and colorful anecdotes from favorite personalities animate each chapter. As public radio's audience of millions can attest, NPR's unique guiding principles and technical expertise combine to connect with listeners like no other medium can. With today's technologies allowing more people to turn their home computers into broadcast studios, Sound Reporting couldn't have arrived at a better moment to reveal the secrets behind the story of

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- Comprehensive coverage of news writing and reporting skills. This text uses a step-by-step approach to teach students the skills they need to become effective writers and reporters. Writing coverage includes crafting leads, using correct grammar and lively language, quoting sources, and using story structures, while specific chapters cover various story types. Reporting coverage includes conducting interviews, researching, using computers, and covering a beat.- More on writing for multiple media

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And Writing than any other news writing and reporting text. A new section, Writing for Specific Media, includes practical advice on writing for broadcast, radio, television, online outlets, and public relations, preparing students for the realities of today's workplace.- Journalism CD-ROM simulation and up-to-date technology coverage. The unique simulation CD-ROM, included free with the book, allows students to cover the actual shooting of a police officer in real-time and includes text, audio, and video resources. The text offers more guidance for using

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technology in journalism
than any comparable book,
including full chapters on
computer assisted reporting
and writing for online
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Pulling examples straight
from recent headlines,
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help you develop the writing
and reporting skills you
need to succeed in the
changing world of
journalism. Full-color
photographs and a strong

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storytelling approach keep you captivated throughout the book. An entire chapter is devoted to media ethics, while ethical dilemmas in each chapter give you practice working through ethical issues before you face them on the job. Offering the most up-to-date coverage available, the Eighth Edition fully integrates multimedia content into the chapters—reflecting the way the news world actually operates. It also includes an all-new book glossary featuring many of the newer terms used in Journalism. Integrating new trends in the convergence of print, broadcast, and online

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