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

By Charles Raiteri

Rowman & Littlefield. Paperback. Book Condition: new. BRAND NEW, Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports, Charles Raiteri, Writing for Broadcast News makes the storytelling elements that comprise a broadcast news story for radio or TV accessible to beginning broadcast writers. Its step-by-step approach shows how to structure a story with a clear beginning, middle, and end through a framework that ties together the anchor lead, reporter narrative, and actualities or sound bites. Emphasizing that people are interested in people, this handbook highlights the human element and "putting a face" on the story. It gives practical advice to aspiring broadcast reporters and writers toward becoming effective storytellers.



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