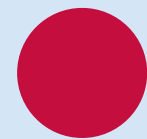


2011



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Journalism Next A Practical Guide to Digital Reporting and Publishing

Mark Briggs, KING-5 Television, Seattle

From the author of *Journalism 2.0*

FOREWORD BY JENNIFER SIZEMORE OF MSNBC.COM

2010. Paperback. 334 pages.
ISBN 978-1-60426-560-6.

There's never been a more challenging—yet exciting—time to be a journalist. But in order to survive and thrive, journalists need to master new tools. Timely, to-the-point, and tested, *Journalism Next* updates Mark Briggs' popular online guide, *Journalism 2.0*. In *Journalism Next*, Briggs explains how to use the latest software, tools, and concepts, empowering journalists to harness technology and take control of their futures in journalism.

Journalism Next is required reading for both seasoned journalists seeking a digital roadmap and digital natives looking to connect their technological know-how to the profession's best practices. Learn how to use blogs, crowdsourcing, mobile applications, databases, audio and video to report with immediacy, cultivate community, and tell compelling stories.

Features that will help you find what you need:

- **TECH INNOVATORS:** Top professionals share the ways they use digital technology to do better journalism.
- **DRILLING DOWN:** Breakout boxes move beyond the basics to more advanced concepts.
- **GET GOING:** Step-by-step instructions let you jump right in.
- **ILLUSTRATIONS:** Graphics supplement how-to instructions.

CONTENTS

Foreword: Jennifer Sizemore, Executive Editor,
MSNBC.com

Introduction

UNIT ONE. Basics

1. We are all Web workers now
2. Blogging: Beyond the basics
3. Crowd-powered collaboration
4. Microblogging: Write small, think big
5. Going mobile

UNIT TWO. Multimedia

6. Visual storytelling with photographs
7. Making audio journalism “visible”
8. Telling stories with video

UNIT THREE. Editing and Decision Making

9. Data-driven journalism and digitizing your life
10. Managing news as a conversation
11. Building an audience online

• • •

“Journalism used to be taught by old guys like me who spun tales about reporting the news when we were young. Now technology is disrupting the field so swiftly that emulating the old craftspeople is not enough. Students must be convinced that their generation has to invent the next journalism, and they must be empowered to take some risks. Mark Briggs has provided just the right tone in this handbook. With his inventory of tools and opportunities, young journalists will be better positioned to find their way, and they will recognize the wondrous possibilities of an unknown future.”

—PHIL MEYER, University of North Carolina at Chapel Hill and author of *Precision Journalism*



Entrepreneurial Journalism How to Build What's Next for News

Mark Briggs, KING-5 Television, Seattle

FOREWORD BY JEFF JARVIS

October 2011. Paperback. Approx. 275 pages.
ISBN 978-1-60871-420-9

Launch yourself into the new news economy.

The digital revolution that provides so many options for news consumers also means massive opportunity for journalists. The trick: see the disruption as an opening you can attack. *Entrepreneurial Journalism* will inspire you with what's possible and show you the mechanics behind building a business. Working through eight clear and concise stages, you'll explore the secrets of successful news startups (including how they're making money) and learn how to be an upstart yourself, building an innovative and sustainable news business from scratch.

Chapters start with a real entrepreneurs' experiences, and then help you size up the market, harness technology, turn your idea into a product or service, explore revenue streams, estimate costs, and launch. "Build Your Business" action items get you thinking through each step of your business plan. Even read through one entrepreneur's business plan, annotated with his 20/20 hindsight.

Learn from the pioneers, and become one.

CONTENTS

1. Understand the News Ecosystem
 2. Get Inspired by Success
 3. Make Your Money Plan
 4. Don't Wait; Innovate
 5. Turn Your Idea into a Business
 6. Build Your Business Know-How
 7. Harness Technology
 8. Go To Market
- Business Appendix

• • •

"This book is an indispensable resource for... every student and every new business. It offers a clear and complete roadmap to each step in creating a new venture. More important, it recasts the discussion of the future of news in practical, realistic, and economic terms rather than as emotional matters."

—FROM THE FOREWORD BY JEFF JARVIS
*author of Public Parts and
What Would Google Do?*

• • •

"Mark Briggs has done a remarkable job of assembling key background detail, consulting experts in the field, organizing step-by-step instructions—and doing it all with an accessible style of writing that will serve students well. The book is clear and consistent, and is chock-full of tools and tricks-of-the-trade."

— SETH C. LEWIS,
University of Minnesota—Twin Cities

The Art of Access

Strategies for Acquiring Public Records

David Cuillier, University of Arizona
Charles N. Davis, University of Missouri

2011. Paperback. 200 pages. ISBN 978-1-60426-550-7

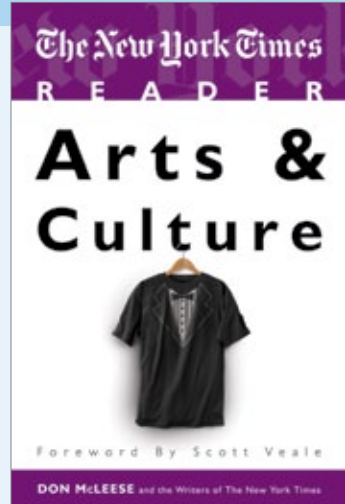
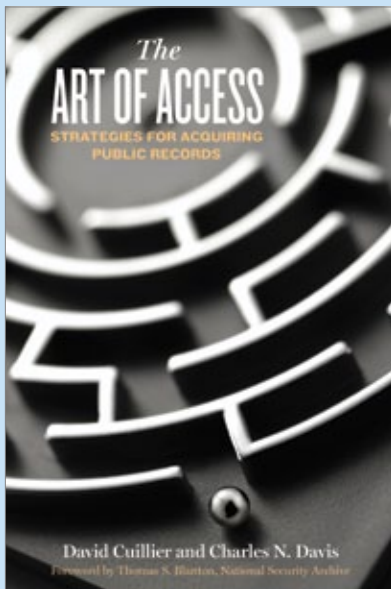
The *Art of Access* is a how-to guide for putting the law into action and using ingenuity to pry records loose. Building on their own experience and interviews with more than 100 practitioners, FOI experts and longtime journalists Cuillier and Davis help you rethink the information-gathering process and develop a document state of mind. With their strategies, get ready to:

- overcome roadblocks and illegal denials;
- better understand government officials' perspectives so you can more successfully work with them;
- find more and better online resources and mine them effectively; and
- write document-based stories that resonate with readers.

A **“PRO TIPS”** feature showcases advice from some of the best in the business, from media lawyers and prominent journalists to a private investigator and other access experts.

TRY IT! sections offer exercises and story ideas that will empower you to start finding and using documents right away. **APPENDIXES** include online FOI resources as well as an annotated Record Album that guides you A–Z to records on everything from abandoned buildings and air quality to workplace safety and zoning.

FOR CONTENTS, SEE
WWW.CQPRESS.COM/PRODUCT/ART-OF-ACCESS.HTML



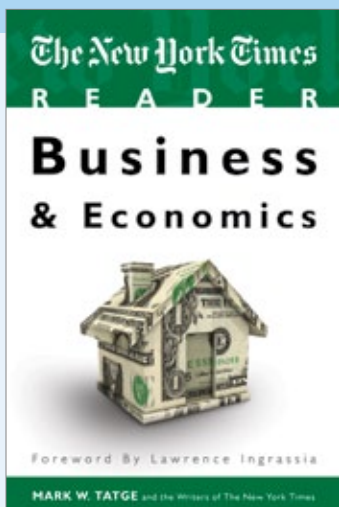
The New York Times Reader: **Arts & Culture**

Don McLeese

FOREWORD BY SCOTT VEALE

ISBN 978-1-60426-480-7

Covering the expanse of arts, from orchestral music and museum exhibitions to video games and hip-hop, this *Reader* makes no hierarchical distinction between the pop arts and the fine arts. Don McLeese explores both critical essays and reviews (by genre) as well as profiles and trend pieces to help students sharpen their critical instincts. How we respond to the arts reveals as much about us individually as it does about the art being evaluated. Seasoned teacher McLeese, who has worked both as a critic and as a magazine editor, adeptly weaves his insightful commentary to show there are no right or wrong opinions, just stronger and weaker arguments.

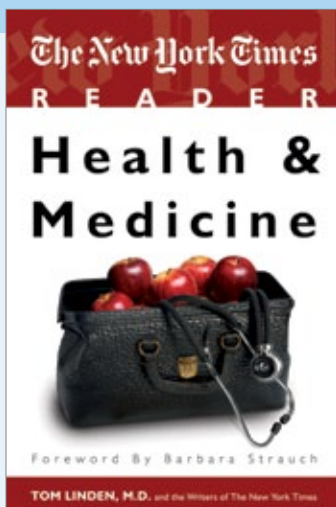


The New York Times
Reader: **Business & Economics**
Mark W. Tatge

FOREWORD BY
LAWRENCE INGRASSIA

ISBN 978-1-60426-483-8

Tatge's volume looks at how Times reporters balance compelling analysis and historical perspective, showing students specific ways to practice the craft of business writing. Delving into the fundamentals, the book is divided into two sections—one on the economy (inflation, jobs, wagers, debt and taxes) and one on business (Wall Street, mergers, profiles and investigative reporting). Tatge, having spent years at *Forbes* and *The Wall Street Journal*, provides a template for how to decipher complex terminology, to discover the drama and excitement of how money is made, spent, and lost.

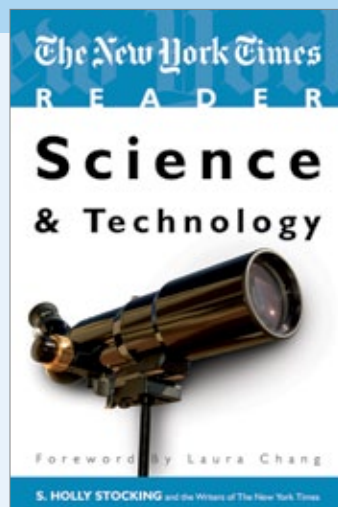


The New York Times
Reader: **Health & Medicine**
Tom Linden, M.D.

FOREWORD BY
BARBARA STRAUCH

ISBN 978-1-60426-482-1

Selected from the best health and medical stories in *The Times*, from the discovery of penicillin to the latest advances in deciphering the human genome, Linden combines his expertise as both a physician and a writer to show the range and depth of reporting and writing in this fascinating area. Organized around news, features and commentary, Linden's observations elucidate the challenges these reporters face in tackling everything from nutrition to neuroscience, while his how-to guidance takes aspiring medical and health reporters to the next level.



The New York Times
Reader: **Science & Technology**
S. Holly Stocking

FOREWORD BY
LAURA CHANG

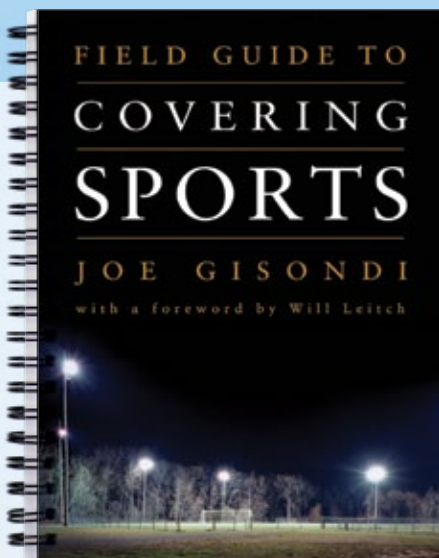
ISBN 978-1-60426-481-4

Science and tech writers must engage their audiences while explaining unfamiliar scientific concepts. Stocking's volume tackles this challenge with extraordinary breadth in story selection, from narratives, profiles and explanatory pieces to accounts of scientific meetings and new discoveries, Q&A's, traditional trend and issue stories, reviews and blog posts. Stocking offers guidance to science writers who aspire to diversify and hone their reporting and writing skills in a changing media climate. Holly Stocking is an experienced science writer and award-winning teacher.



TimesCollege... a series from CQ Press with stories that inspire while providing an insider's look into the rewards, challenges and everyday routines of beat reporting. Carefully selected pieces cover the spectrum from news to features to analysis to blogs. Each volume also features:

- **Conversations with Times writers** with behind the scenes information and insight.
- **Story Scan** stories broken into component parts, labeled and analyzed.
- **Making Connections** questions and assignments.



Field Guide Series...

from CQ Press

Field Guide to Covering Sports Joe Gisoni, Eastern Illinois University

FOREWORD BY WILL LEITCH

2011. Spiral-bound paperback. 293 pages.
ISBN 978-1-60426-559-0.

How best to turn yourself from sports fan to professional sports journalist? Quickly moving beyond general guidance about sports writing, Joe Gisoni focuses on the nitty-gritty, with hands-on, practical advice on covering 20 specific sports. From auto racing to wrestling, you'll find tips on the seemingly straightforward—where to stand on the sideline and how to identify a key player—along with the more specialized—figuring out shot selection in lacrosse and understanding a coxswain's call for a harder stroke in rowing. Preparing you for just about any game, match, meet, race, regatta or tournament you're likely to cover, *Field Guide to Covering Sports* is the ideal go-to resource to have on hand as you master the beat.

Using his **PREPARE-WATCH-ASK-WRITE** approach in each sports chapter, you will learn:

- What to understand before play begins
- What to look out for during competition
- What to ask players and coaches
- What essentials to include in your story

Annotated score cards show how to keep track of stats and details, and assignments get you applying your new-found sports knowledge. Two features round out helpful coverage:

- **SPORTS INSIDERS** include important tips based on author interviews with athletes, coaches and experienced sports reporters.
- **DIGITAL ASSIST** boxes showcase models to emulate when reporting with new media.

FOR CONTENTS, VISIT
WWW.CQPRESS.COM/PRODUCT/GISONI.HTML

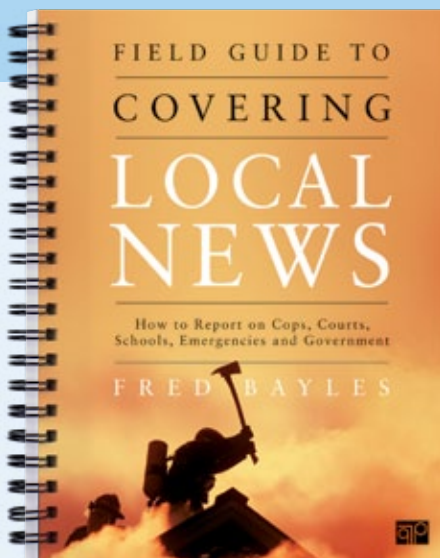
COVERAGE OF TWENTY SPORTS, INCLUDING:

- Auto Racing
- Baseball
- Basketball
- Bowling
- Cross Country
- Field Hockey
- Football
- Golf
- Ice Hockey
- Lacrosse
- Rowing
- Rugby
- Soccer
- Softball
- Swimming
- Tennis
- Track & Field
- Triathlons
- Volleyball
- Wrestling

...

“Joe Gisoni’s *Field Guide to Covering Sports* is a must-read for sports journalism students and beginning sports reporters... Readers of this book will feel like they got personal career guidance from some of the most respected names in the business.”

—MICHELLE KAUFMAN,
veteran sportswriter, *Miami Herald*,
adjunct journalism professor, *University of Miami*



Field Guide to Covering Local News

How to Report on Cops, Courts, Schools, Emergencies, and Government

Fred Bayles, Boston University

October 2011. Spiral-bound paperback. Approx. 315 Pages.
ISBN 978-1-60871-001-0.

In a time of upheaval for journalism, local news is flourishing. People want to know about the chemical spill on the highway, the kidnapping trial in district court, the cuts in the school budget. News organizations have a constant need for both professional and citizen journalists who can report those stories accurately and interestingly.

In the latest installment of the *Field Guide* series, Fred Bayles takes you step-by-step through the process of identifying and covering the events and issues that matter most to your community. For the five local beats—cops, courts, emergencies, schools, and government—you'll learn where to go for information and how to organize and present the stories your neighbors want and need.

An overview of tools and techniques include tips on how to find sources, conduct interviews, work with editors, tap the power of the crowd and think multimedia. Then, for each beat, you'll get specifics on

PEOPLE: The best official and unofficial sources of info, and what to ask them.

PLACES: Where to go on the beat, and what to look for while you're there.

DOCUMENTS: Where to find records in offices and online, how to decipher and use them.

STORIES: Overview of common story types and how to go beyond them.

RESOURCES: Glossary of key terms, checklists, helpful web links.

Additional features expand your knowledge base:

- **BEAT BACKGROUNDERS** sort out the basics, like the difference between civil and criminal cases.

- **JUDGMENT CALL** prepares you for the tough ethical questions a journalist faces every day.
- **FROM THE BEAT/SOURCE** provides tips from an experienced reporter or shares the insights of a public figure in the know.
- **ON THE WEB** features online reporting and presentation, blogging worth emulating.
- **ASSIGNMENTS** build confidence and knowledge.

Good stories are everywhere. With *the Field Guide to Covering Local News*, find them, report them, and show your audience why they matter. Local news helps people become better citizens, and helps journalists master the skills they'll use for their entire careers. Grab this book and get started.

CONTENTS

PART I: Skills

1. Beat Reporting in the Digital Age: Shoe Leather and Social Media
2. Interviewing
3. Working with Editors
4. Filing in the Digital Age

PART II: Beats

5. Cops and Crime
6. Fires and Emergencies
7. Courts
8. Government
9. Schools

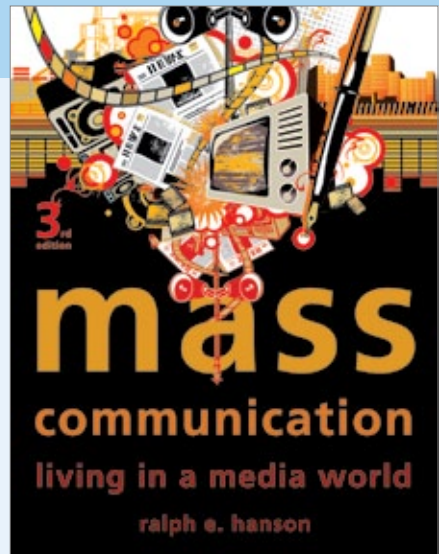
**Full Color
E-book
Available**

Mass Communication Living in a Media World

Third Edition

**Ralph E. Hanson, University of Nebraska
at Kearney**

2011. Paperback. 555 pages.
ISBN 978-1-60426-600-9.



Hanson's *Mass Communication* delivers an engaging and compact introduction to the field without the glitz that does little to improve students' ability to be smarter consumers of media or think critically about the media's role in today's society. Hanson combines solid content, incisive analysis, and fun and conversational writing in a highly readable and informative text that will save your students as much as \$50.

Employing an effective media literacy perspective, Hanson shows students that media are an essential part of our lives that should be thoughtfully consumed. Updated to reflect a changing media landscape, *Mass Communication* offers expanded discussion of:

- the role of social media in breaking domestic and international news stories;
- video games as a form of interactive media;
- the newspaper industry's continuing financial woes;
- further consolidation of the media industry;
- public relations as a way of creating, developing and nurturing relationships between an organization and its key publics; and
- Integrated Marketing Communication in the advertising chapter.

...

A full suite of student and instructor resources is available at masscom.cqpress.com.

Be sure to bookmark Hanson's blog, updated three times a week: RalphEHanson.com.

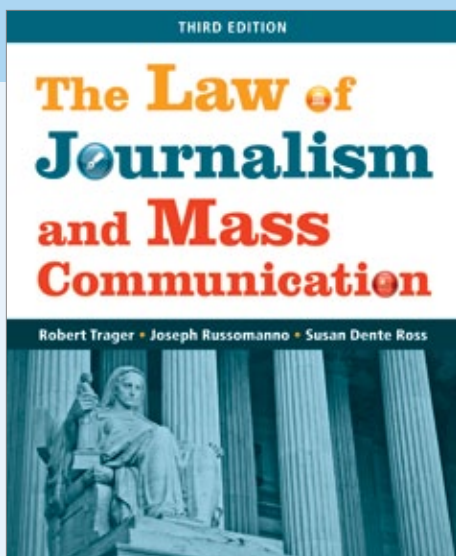
Unique features reinforce the book's approach:

- **CHAPTER-OPENING VIGNETTES** feature media professionals from Annie Leibovitz to Steve Jobs.
- **TIMELINES** place important media events in historical context.
- **TEST YOUR MEDIA LITERACY** boxes showcase current research, interviews or noteworthy events with questions that cultivate critical media consumption.
- A **MARGINAL GLOSSARY**.

DISCOUNTED PACKAGE AVAILABLE!

Package *Mass Communication* with *Issues in Media*, 2nd Edition, for no charge! Specify ISBN 978-1-60871-716-3 when placing your order.





The Law of Journalism and Mass Communication

Third Edition

Robert Trager, University of Colorado-Boulder
Joseph Russomanno, Arizona State University
Susan Dente Ross, Washington State University

August 2011. 675 pages. ISBN 978-1-60871-669-2.

Your students are future journalists and media professionals—not lawyers—and their media law textbook should reflect that. With its clear, concise writing and easy-to-navigate chapters, *The Law of Journalism and Mass Communication* offers essential coverage and analysis, while complementing substantive discussion of case law with photographs, contextual timelines, a handy marginal glossary and a colorful interior design.

- **SUPPOSE...** hypothetical cases at the start of chapters situate legal issues and get students thinking critically;
- **TIMELINES** show landmark cases within the backdrop of important historical events;
- **REAL WORLD LAW** boxes illustrate contemporary examples and emerging topics;
- **POINTS OF LAW** boxes underscore key points through legal tests or useful checklists; and
- Two excerpted **CASES FOR STUDY**—complete with case facts and questions—conclude every chapter, eliminating the need for a separate casebook.

Fully integrated updates include:

- implications of the *Citizens United* decision;
- late-breaking court decisions on violence in video games and broadcast indecency;
- the changing face of the Supreme Court;
- perspectives on free speech on campus;
- expanded coverage of FOIA, as well as how open records laws apply to digital information;
- WikiLeaks' impact on a potential federal shield law;
- the latest FCC guidelines on radio station ownership;

- laws governing online and social media publishing;
- the use of new media to report from courtrooms; and
- new excerpted cases—*Marbury v. Madison*, *Citizens United v. Federal Election Commission*, *City of Ontario v. Quon* and *FCC v. Fox Television Stations*.

CONTENTS

1. The Rule of Law: Law in a Changing Communication Environment
2. The First Amendment: Speech and Press Freedoms in Theory and Reality
3. Speech Distinctions: Dangers, Fights, Threats and Educational Needs
4. Libel: The Plaintiff's Case
5. Libel: Defenses and Privileges
6. Protecting Privacy: Conflicts between the Press and the Right to Privacy
7. Emotional Distress and Physical Harm: When Words and Pictures Hurt
8. Newsgathering: Pitfalls and Protections
9. Reporter's Privilege: Protecting the Watchdogs
10. The Media and the Courts: Preserving Public Trials and Preventing Prejudice
11. Electronic Media Regulation: From Radio to the Internet
12. Obscenity, Indecency and Violence: Social Norms and Legal Standards
13. Intellectual Property: Protecting and Using Intangible Creations
14. Advertising: When Speech and Commerce Converge

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A full suite of student and instructor resources is available at college.cqpress.com/medialaw.



Producing Online News Digital Skills, Stronger Stories

Ryan M. Thornburg, University of North
Carolina at Chapel Hill

2011. Paperback. 358 pages. ISBN 978-1-60426-996-3.



The dazzling speed of change in online journalism can mask a simple truth: online news is still news. Cutting-edge technology benefits the audience only when journalists apply it in the service of good stories. *Producing Online News* shows students how to use the right tools to get the right information to the right people at the right time. The goal is to become a full-fledged online news producer and transform stories into a complete news experience for an ever more demanding audience.

Ryan Thornburg, a journalism trainer who has managed the websites of top news organizations, hones the skills students need to produce stories using multimedia, interactivity and on-demand delivery—online journalism’s three pillars. Practical instructions show students how to make good journalistic choices in applying tools.

Features that make for stronger stories:

- **TOOLS** sections walk through the latest technology—Twitter, Wordpress, Audacity, Caspio, Dipity and more—so students’ writing gains more immediacy and impact.
- **REAL-WORLD EXAMPLES** from sites like ProPublica, PolitiFact and Global Voices showcase journalists connecting with audiences.
- **VIEW SOURCE** boxes uncover the technology behind a specific news project—for example, how do just five editors at Yahoo News publish 2,000 stories a day?
- **NEWS JUDGMENT** boxes explore journalistic choices—sure, students can link a story to anything on the web—but should they?

CONTENTS

PART 1. Foundations of Online News

1. Online News is Different
2. Online News is Still News
3. The Online News Audience

PART 2. Today’s Tools and Techniques

4. Managing Content on a News Site
5. Editing News for Searchers and Scanners
6. Basics of Web Research: Cultivating Links, Cultivating Sources
7. Linking
8. Multimedia Reporting
9. Collecting and Using Data

PART 3. The Future of News

10. Journalism as Process: Blogs and Breaking News
11. Journalism as Conversation: Engaging the Audience
12. Remixing the News

• • •

“Instructors wanting to incorporate a sea of new media concepts into the journalism curriculum will find inspiration and guidance from Ryan Thornburg, who has experience in both the theory and practice of journalism in the digital age. Drawing on real-world usage of RSS feeds, databases, APIs and more, Thornburg shows how these tools are applied to the fundamentals of journalism to create a more useful result for today’s Web-savvy readers.”

—Derek Willis, *Web Developer,*
The New York Times

Order
Producing Online News
 with all 12 modules!
 Specify ISBN
 978-1-4522-0273-0.



Like today's best journalism, *Producing Online News* is a complete multiplatform experience. Chapters are linked to a series of online learning modules, which offer students an ideal environment to try out their digital skills.

Available by the chapter or in a full set, each module includes:

- Interactive exercises with students writing, editing, and managing online content,
- e-book version of the relevant chapter,

- video screencasts with technology walk-throughs,
- quizzes with automatic grading,
- key term flashcards,
- topical tip sheets,
- examples of online journalism in practice.

Visit journalism.cqpress.com for information on our growing Journalism list, links to author blogs, and more!

Online modules coming soon for Wenger and Potter's *Advancing the Story*, 2nd Edition (next page). Email collegesales@cqpress.com for more information.



Advancing the Story Broadcast Journalism in a Multimedia World

Second Edition

**Debora Halpern Wenger, University of
Mississippi**

Deborah Potter, NewsLab

February 2011. Paperback. 349 pages. ISBN 978-1-60871-714-9.

It's a multimedia world, and today's journalists must develop a multimedia mindset. How does this way of thinking change the newsgathering and news production processes? Having conceived of and written their book in this changed media landscape, broadcast veterans Wenger and Potter seamlessly build on the fundamentals of good television reporting while teaching students to use depth, interactivity and immediacy as they maximize the advantages of each platform.

While retaining the book's clear instruction and advice from those in the trenches, updating reflects:

- greater emphasis on understanding audience;
- a new focus on social media to gather, promote and disseminate news;
- more on “the three screen strategy” to deliver content to mobile devices, the web and television;
- new opportunities created by entrepreneurial, niche and hyper-local news sites;
- suggestions for developing your own “brand,” including updated multimedia portfolios; and
- interviews with dozens of journalists at the forefront of industry changes.

...

Follow the authors' blog at www.advancingthestory.com for news reports, research, and examples of great multimedia storytelling.

To show how the book's lessons work in the field, every chapter includes:

- **KNOW AND TELL**—professional journalists share insights on multiplatform approaches and industry changes.
- **TRADE TOOLS**—the authors' training materials, such as handy checklists with tips and best practices.
- **TAKING IT HOME**—brief chapter wrap-ups.
- **TALKING POINTS**—questions and scenarios for in-class discussion.

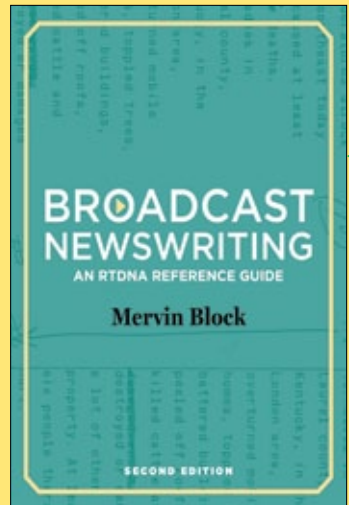
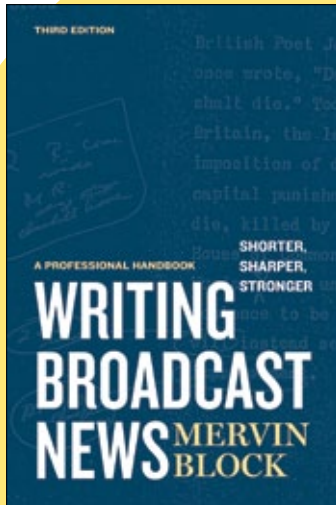
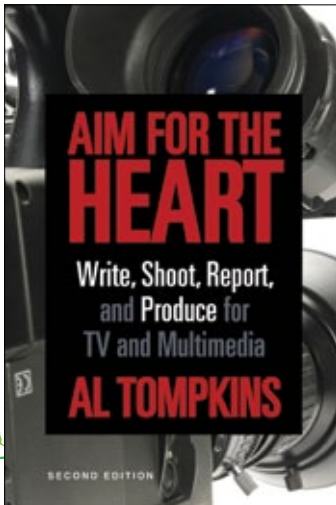
CONTENTS

1. The Multimedia Mind-Set
2. Finding the Story
3. Multimedia Newsgathering
4. Reporting in Depth
5. Writing the Story
6. Multimedia Storytelling
7. Writing for the Web
8. Producing for the Web
9. Producing for Multiple Platforms
10. Delivering the News
11. Multimedia Ethics
12. Getting Ready for the Real World

COMING SOON! ONLINE LEARNING MODULES

Through interactive exercises students test their ability to execute the techniques discussed in each chapter from creating a newscast lineup, to working with raw video, to testing ethical decision making. Modules also include an ebook version of the chapter, key term flashcards, quizzes, skill-building tutorials, and analysis from journalism experts.





Aim for the Heart

Write, Shoot, Report
and Produce for TV and
Multimedia
2nd Edition

Al Tompkins, The Poynter Institute

February 2011. 321 pages.
ISBN 978-1-60871-674-6.

Tompkins offers a disarmingly simple truth about broadcast journalism: people remember what they feel. If you aim for the heart with the copy you write and the sound and video you capture, you will never fail to grab your viewers. With humor, honesty and directness, Tompkins bottles his years of experience in a new edition that offers the fundamentals students need to master, with the practical know-how they can immediately put to use.

Writing Broadcast News—Shorter, Sharper, Stronger

A Professional Handbook
3rd Edition

Mervin Block

2011. 237 pages.
ISBN 978-1-60871-417-9.

The ability to write well is an applicant's most prized skill. To ensure that your students' writing skills are well honed, there is no better handbook to turn to than this newly updated edition of *Writing Broadcast News*. Mervin Block—who has written for the best in the business—offers timeless advice, guiding both first-year students and seasoned professionals through the essentials of writing for the ear.

Broadcast Newswriting

The RTDNA Reference
Guide
2nd Edition

Mervin Block

June 2011. 246 pages.
ISBN 978-1-60871-416-2.

“Every writer needs an editor” is a truism, but editors are vanishing. This professional manual features Merv Block's countless do's and don'ts, distilling them into a handy set of pointers. Journalists who are stumped by a problem can consult the book's many chapters for mini-lessons on how to deal with it. This book is bound to be read, re-read, thumbed through, and consulted when a question arises.

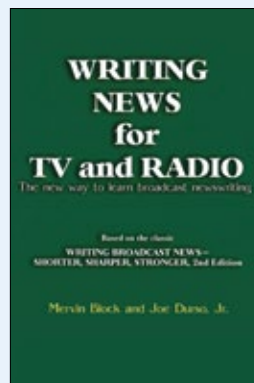


Rewriting Network News

WordWatching Tips
from 345 TV and
Radio Scripts

Mervin Block

ISBN: 978-1-60871-422-3



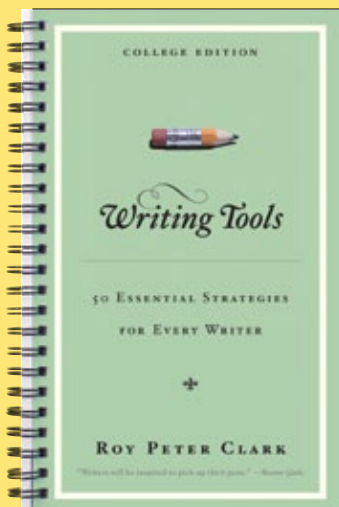
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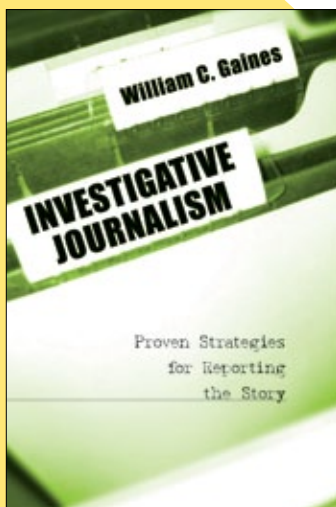


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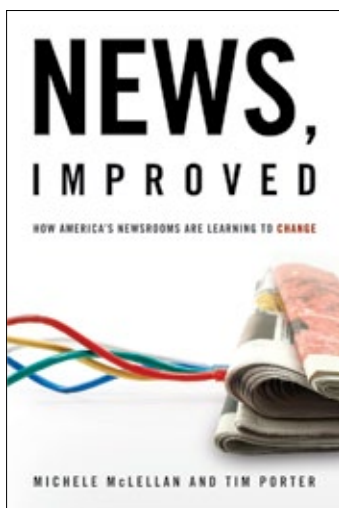
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