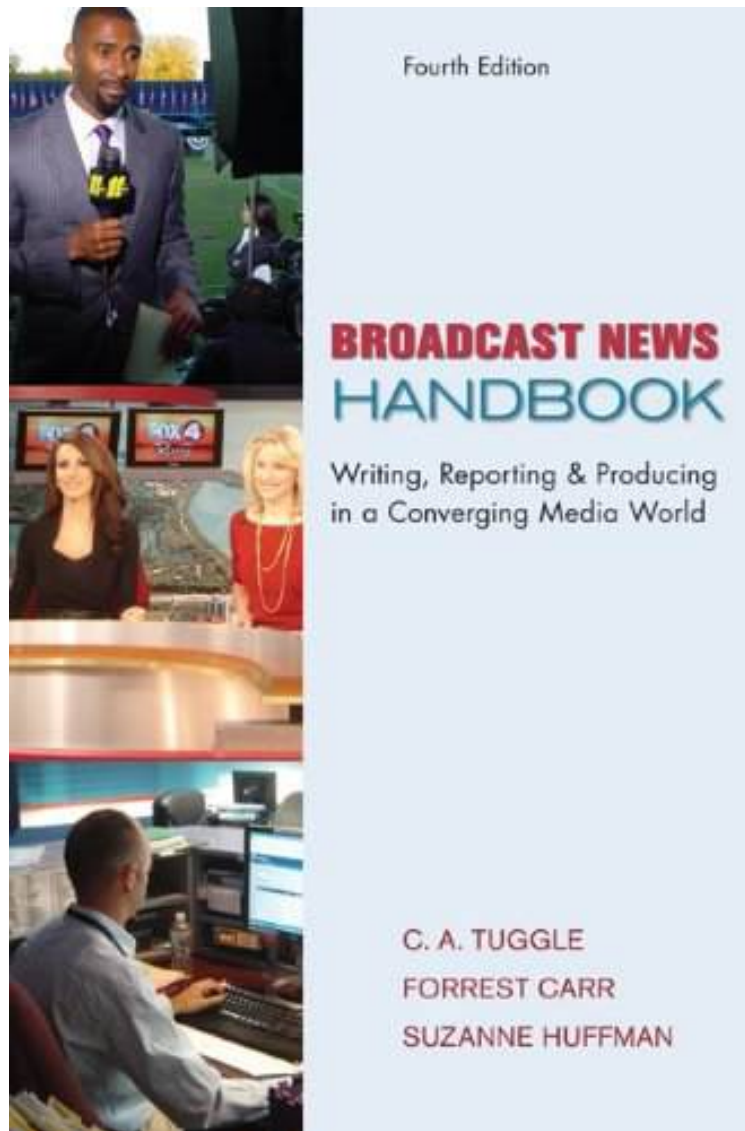




Broadcast News Handbook

By C. A. Tuggle, Forrest Carr, Suzanne Huffman
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2 of 2 review helpful Ho hum By K J Curran Helpful but not organized as well as it could be and as so many of the textbooks in the area of broadcasting falls into a predictable pattern of inflexible approaches to media whose technologies are rapidly evolving What it might have done better would be to focus on HOW to discover the core of a story how to pitch or tease a story to a particular audience and how under Broadcast News Handbook enables students and professionals to become better writers and better broadcast journalists Backed by 50 years of combined broadcast journalism experience the authors provide helpful discussions on crafting language and becoming an effective storyteller Topics addressed include Deadly Copy Sins and How to Avoid Them Interviewing Getting the Facts and the Feelings Producing TV News and Writing Sports About the Author Dr C A Tuggle began teaching on the university level in 1994 after a 16 year broadcasting career in local television news and media relations He spent the majority of his career at WFLA TV the NBC affiliate in Tampa He has held numerous n

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