



## Advancing the Story: Broadcast Journalism in a Multimedia World

By Debra Halpern Wenger, Deborah Potter

Download now

Read Online →

### Advancing the Story: Broadcast Journalism in a Multimedia World By Debra Halpern Wenger, Deborah Potter

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, the authors focus on updating to reflect the latest issues and trends with: greater emphasis on the importance of understanding the audience; a new focus on the use of social media to gather, promote and disseminate news content; expanded information 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 how readers can develop their own 'brands,' including updated multimedia portfolios; and, interviews with dozens of additional journalists at the forefront of industry changes. 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; and, Online Learning Modules - interactive chapter exercises, skill-building tutorials and analysis from journalism experts. Be sure to visit the authors on twitter and their author blog!

↓ [Download Advancing the Story: Broadcast Journalism in a Mul ...pdf](#)

📖 [Read Online Advancing the Story: Broadcast Journalism in a M ...pdf](#)

# Advancing the Story: Broadcast Journalism in a Multimedia World

*By Debora Halpern Wenger, Deborah Potter*

**Advancing the Story: Broadcast Journalism in a Multimedia World** By Debora Halpern Wenger, Deborah Potter

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, the authors focus on updating to reflect the latest issues and trends with: greater emphasis on the importance of understanding the audience; a new focus on the use of social media to gather, promote and disseminate news content; expanded information 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 how readers can develop their own 'brands,' including updated multimedia portfolios; and, interviews with dozens of additional journalists at the forefront of industry changes. 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; and, Online Learning Modules - interactive chapter exercises, skill-building tutorials and analysis from journalism experts. Be sure to visit the authors on twitter and their author blog!

**Advancing the Story: Broadcast Journalism in a Multimedia World** By Debora Halpern Wenger, Deborah Potter **Bibliography**

- Sales Rank: #1032943 in Books
- Brand: Brand: CQ Press College
- Published on: 2011-02-15
- Original language: English
- Number of items: 1
- Dimensions: .60" h x 7.50" w x 9.00" l, 1.40 pounds
- Binding: Paperback
- 416 pages

 [Download Advancing the Story: Broadcast Journalism in a Mul ...pdf](#)

 [Read Online Advancing the Story: Broadcast Journalism in a M ...pdf](#)



## **Download and Read Free Online Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter**

---

### **Editorial Review**

#### About the Author

Debora Halpern Wenger, a 17-year broadcast news veteran, is associate professor and director of the undergraduate journalism program at the University of Mississippi. Prior to her academic appointments, Wenger was assistant news director at WFLA-TV in Tampa, Florida. Wenger conducts multimedia training in newsrooms around the country and is co-author of the broadcast, online and multimedia journalism curricula for the Society of Professional Journalists' Journalism Training Program. Wenger's award-winning research is focused on the skills journalists need to succeed in the profession. She has a B.A. from Morehead State University and an M.A. from the University of North Carolina-Charlotte. Deborah Potter is a veteran journalist and educator who spent 16 years as a network correspondent for CBS News and CNN. She is executive director of NewsLab ([www.newslab.org](http://www.newslab.org)), a non-profit resource for journalists that she founded in 1998. She also has hosted and reported for PBS programs and anchored radio news. Potter leads workshops for journalists on writing, multimedia, and ethics. She is a former faculty associate at the Poynter Institute and is the author of the "Handbook of Independent Journalism." She has a BA from the University of North Carolina at Chapel Hill and an MA from American University.

### **Users Review**

#### **From reader reviews:**

##### **Kenneth Hand:**

The book Advancing the Story: Broadcast Journalism in a Multimedia World make you feel enjoy for your spare time. You can use to make your capable considerably more increase. Book can to become your best friend when you getting strain or having big problem using your subject. If you can make studying a book Advancing the Story: Broadcast Journalism in a Multimedia World to become your habit, you can get much more advantages, like add your own personal capable, increase your knowledge about some or all subjects. You can know everything if you like start and read a e-book Advancing the Story: Broadcast Journalism in a Multimedia World. Kinds of book are a lot of. It means that, science book or encyclopedia or other folks. So , how do you think about this publication?

##### **Bethany Hall:**

Book is to be different for each and every grade. Book for children until adult are different content. As it is known to us that book is very important for us. The book Advancing the Story: Broadcast Journalism in a Multimedia World ended up being making you to know about other know-how and of course you can take more information. It doesn't matter what advantages for you. The e-book Advancing the Story: Broadcast Journalism in a Multimedia World is not only giving you a lot more new information but also being your friend when you really feel bored. You can spend your spend time to read your reserve. Try to make relationship with all the book Advancing the Story: Broadcast Journalism in a Multimedia World. You never truly feel lose out for everything should you read some books.

**George Foulds:**

As a scholar exactly feel bored to help reading. If their teacher inquired them to go to the library or make summary for some reserve, they are complained. Just very little students that has reading's heart and soul or real their hobby. They just do what the trainer want, like asked to the library. They go to presently there but nothing reading really. Any students feel that looking at is not important, boring along with can't see colorful images on there. Yeah, it is to be complicated. Book is very important for yourself. As we know that on this period of time, many ways to get whatever we want. Likewise word says, ways to reach Chinese's country. Therefore , this Advancing the Story: Broadcast Journalism in a Multimedia World can make you sense more interested to read.

**Homer Douglas:**

Reading a e-book make you to get more knowledge as a result. You can take knowledge and information originating from a book. Book is prepared or printed or highlighted from each source which filled update of news. In this modern era like at this point, many ways to get information are available for a person. From media social similar to newspaper, magazines, science reserve, encyclopedia, reference book, book and comic. You can add your understanding by that book. Are you hip to spend your spare time to open your book? Or just trying to find the Advancing the Story: Broadcast Journalism in a Multimedia World when you required it?

**Download and Read Online Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter #AK8SDTNWGI6**

## **Read Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter for online ebook**

Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter books to read online.

## **Online Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter ebook PDF download**

**Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter Doc**

**Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter Mobipocket**

**Advancing the Story: Broadcast Journalism in a Multimedia World By Debora Halpern Wenger, Deborah Potter EPub**