



Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals

By Douglas Perret Starr

Rowman & Littlefield Publishers. Paperback. Book Condition: New. Paperback. 314 pages. Dimensions: 8.8in. x 5.9in. x 0.9in. Working the Story: A Guide to Reporting and News Writing for Journalists and Public Relations Professionals is far more than a textbook for students and newcomers to news reporting and public relations. It is an invaluable reference guide for professionals in both fields. Best of all, it follows its own teachings: it is concise and to the point, easy to read, and clearly understandable. Unlike other works in the field, it does more than just offer advice to writers on how to write. It provides the background every reporter and public relations professional needs to do the job, from how governmental bodies work to how to cover a board meeting. Douglas Perret Starr and Deborah Williams Dunsford not only explain what to look for and how to write a news article but also offer advice on how news stories should be written for greatest impact or how to generate copy for different media types, from the printed page to the computer screen to the radio and television broadcast. Drawing on a lifetime of study and practice, Starr and Dunsford cover a vast array of...



READ ONLINE
[8.15 MB]

Reviews

If you need to adding benefit, a must buy book. I could comprehended every thing out of this composed e pdf. I am just very happy to tell you that this is the greatest pdf i have study inside my individual existence and could be he finest publication for at any time.

-- **Miss Laurie Waters IV**

Most of these publication is the greatest publication offered. It is actually rally intriguing throug reading period of time. You can expect to like just how the article writer create this publication.

-- **Eddie Schuppe**

Other PDFs



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...



DK Readers Flying Ace, The Story of Amelia Earhart Level 4 Proficient Readers

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. Amelia Earhart was a famous woman pilot. She is about to set off on the most dangerous flight ever attempted. Find out what happens in Flying Ace, The...



DK READERS Pirates Raiders of the High Seas

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.9in. x 0.2in. Meet Pirates who got away with murder... and pirates who died in the hangmans noose! These 48-page books about fascinating subjects like pirates, mummies, and volcanoes...



DK Readers Disasters at Sea Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. From fog, ice, and rocks to cannon fire and torpedo attacks--read the story of five doomed sea voyages and the fate of those who took part in them....



Readers Bermuda Triangle

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. Strange things happen when you enter the Bermuda Triangle. Five planes vanish into the blue. Two crews disappear from a ship. Strange things happen when you enter the...



Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Learning to read is a fun and exciting time in a child's life, and being able to decode words is an important skill that gives young readers...