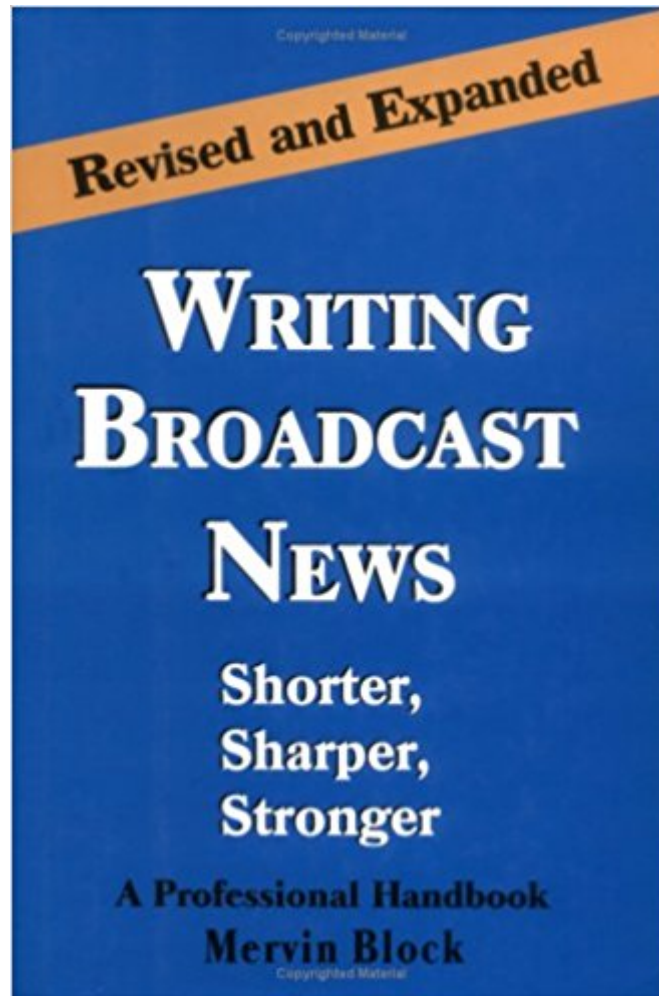




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Writing Broadcast News



Synopsis

Thoroughly revised and greatly expanded, this new edition is even more helpful than the classic first edition. The 1997 revision of *Writing Broadcast News - Shorter, Sharper, Stronger* is 40 percent longer. And it's even richer and smoother...

Book Information

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Customer Reviews

Dear Mr. Block, after graduation from the University of California at Berkeley with a degree in political science in 1988, I decided to pursue television journalism. You were my teacher. Of course, you didn't know it because we've never talked or exchanged e-mails. Your book, *Writing Broadcast News*, taught me how to write and, more important, re-write. I still have a copy at my desk and have recommended it to dozens of people. I tell you this now, because I'm leaving for New York to accept a duPont Award, and I owe you a much overdue thank-you. (Jan. 20, 2009) --Doug Smith, investigative reporter, WTVT-TV, Tampa

Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know I have. His clinic, criticism, and instruction offer the writer of news a wonderful opportunity for improvement. --Charles Kuralt, CBS News

In this age of text, tweet and 24-hour news channels, good writing is vanishing. That's what makes this book more important now than when first published in 1987. It's a classic. --Robert Mulholland, former president and CEO, NBC --This text refers to an alternate Hardcover edition.

Mervin Block is a broadcast writing coach and author. He has written news at three television

networks: as a staff writer for the "CBS Evening News with Walter Cronkite" and the "ABC Evening News with Frank Reynolds," and as a freelancer at NBC News. He has written news for Ed Bradley, Tom Brokaw, Walter Cronkite, Douglas Edwards, Charles Kuralt, Roger Mudd, Edwin Newman, Charles Osgood, Dan Rather, Harry Reasoner, Frank Reynolds, Diane Sawyer, Bob Schieffer, Robert Trout and Mike Wallace. Block teaches newswriting workshops at TV and radio newsrooms around the country. In 2004, the Chicago Press Veterans Association chose him as Press Veteran of the Year. --This text refers to an alternate Hardcover edition.

So helpful. I've been in the industry for 2 and a half years, it's a very valuable tool. Very good refresher, and I'd recommend it to anyone from college students who want to break into the business, to those already in news who want to improve.

Shorter. Sharper. Stronger. Hands down the best book I've read about writing for the news. Tells you how to keep it brief and punchy, and does it with a sense of humor. I thought it would read like a textbook, but it's actually quite conversational. It was suggested to me by a mentor when I first got hired in news, and I've since recommended it to everyone that wants to write. Far more applicable than "just a news book."

A few good points but mainly Professor Fluff.

Simply the standard work on the subject, even today.

Good book for my student TV news team to learn the skill sets to be a good broadcaster.

Simply the best tool to help any broadcast journalist improve their writing.

All tv and radio news writers should have this book. It is a easy and fun read and teaches you the principles you'll need to make it in the television and radio news business.

This is a great book for anyone looking to write news or brush up on their skills. Merv Block clearly explains the how and why of newswriting with excellent examples and real world experience.

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