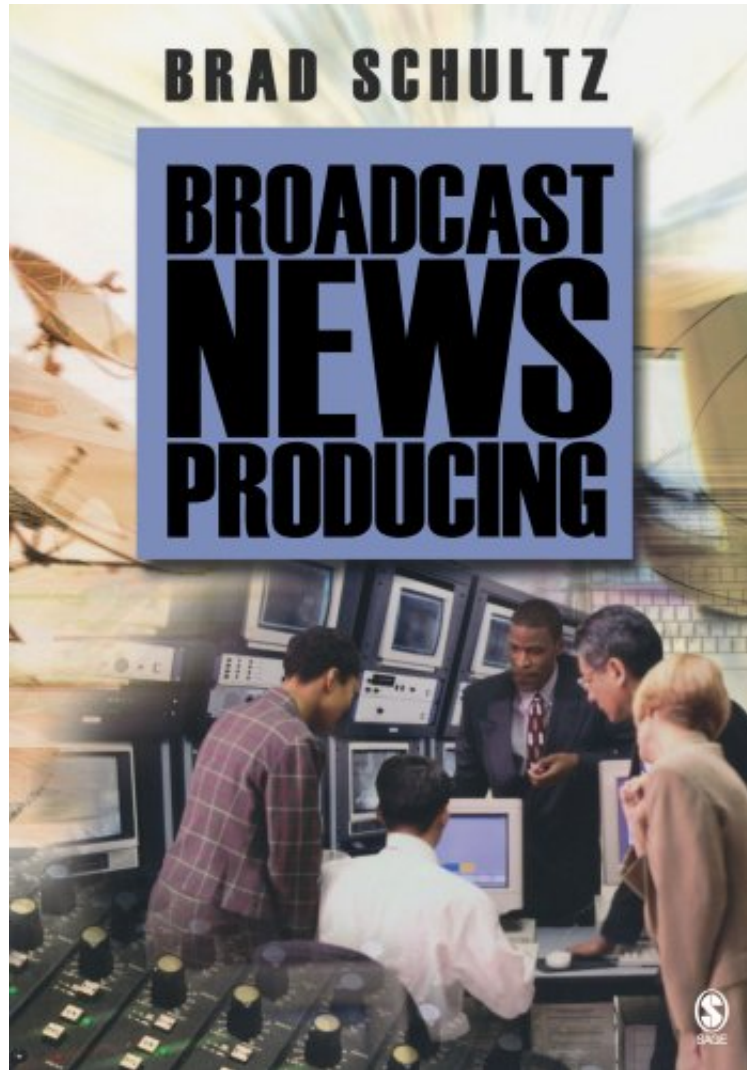


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Broadcast News Producing

Brad Schultz

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Brad Schultz : Broadcast News Producing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Broadcast News Producing:

Broadcast News Producing is one of the first comprehensive texts in its field. While until now most broadcast journalism textbooks have been geared toward students who want careers on-camera, Broadcast News Producing goes behind the camera to teach students the hows and whys of putting together compelling news programs for television, radio, and the Internet. This text lays the groundwork for good producing, giving the reader an insiders perspective on

newsroom structure and the producers role. It takes students step-by-step through the producing process, providing a guide to putting together a successful newscast.

""""Brad Schultz has brought his solid professional experience to bear in putting together a highly readable how-to for students aspiring to take their place behind the camera. Broadcast News Producing is full of useful tips as well as providing important grounding in the fundamentals of producing a successful newscast."" "" -- Beth E. Barnes""

""Having worked closely with Brad Schultz, I know he has important insights to pass along to students in the area of broadcast news production. This seems to be a fairly comprehensive effort that covers many of the aspects of news production that other texts have ignored. I think it will be a tremendous help to those who are interested in this part of the broadcast journalism industry."" "" -- Dr. Joe Foote""

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About the AuthorDr. Brad Schultz is an Assistant Professor of Journalism at the University of Mississippi, where he teaches Broadcast News and Sports Broadcasting. Before entering academia, he spent 15 years in local television news at different stations around the country. His experience includes anchoring, reporting, producing, writing, editing, photography and management. Schultz has won awards from the Oklahoma Associated Press and the Cleveland Press Club for reporting and producing. His first book, Sports Broadcasting, came out in 2001.