



Advancing the Story: Broadcast Journalism in a Multimedia World

By Debra Halpern Wenger, Deborah Potter

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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!

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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), 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.

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