

The popular Journalism guidebook is updated for 2013! Its time for reporters to get street smart. And not just about reporting. There's more to the television news business than gathering facts and getting your face on camera. You need to navigate the minefield present in every newsroom in America. Broadcast Journalism Street Smarts is a survival guide that offers tips to make your stories stand out, job hunting strategies and critical advice to help you navigate the unique office politics of broadcasting. And you'll get the News Directors playbook and learn about those Jedi Mind Tricks played on unsuspecting employees. Learning how News Directors think, what they're looking for in a great resume tape, how to negotiate a contract, the ins and outs of out clauses, and mastering the intangibles of the business can be of great help in moving you up the ladder. In addition, you'll get some street smart tips on finding openings that aren't advertised and how to spot the red flags in a news operation before you take a job. Its real world advice from a network broadcast journalist who's been on both sides of the fence as a reporter and a manager.

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