



Radio-TV Newswriting: A Workbook

By K. Tim Wulfemeyer

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Radio-TV Newswriting: A Workbook By K. Tim Wulfemeyer

Radio-TV news must be written in a simple, direct manner so a newscaster can read the copy easily and communicate effectively in a way that will help listeners and viewers understand complex issues and events the first time they hear about them. *Radio - TV Newswriting: A Workbook, Second Edition* gives students abundant opportunities to learn, practice and develop sound foundations for writing radio-TV news.

More than 100 pages of true-to-life writing exercises involve students in practicing techniques, skills and situations. Radio exercises include writing reader stories, actuality stories, wraparound stories, voicer stories, live reports and newscasts. TV exercises include writing reader stories, full-screen graphics stories, voice-overs, studio packages (VO/SOT), soundbites, reporter packages and live shots. Students will write stories from wire copy, news releases, fact sheets and reporters' notes. New to this edition is a section devoted to writing for a station or network web site, including exercises in web writing.

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Editorial Review

From the Back Cover

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About the Author

K. TIM WULFEMEYER is a Professor in the Department of Journalism, School of Communication at San Diego State University and serves as the Coordinator of their Journalism Degree Program. He has extensive radio-TV news experience, both on-the-air and behind the scenes as writer, reporter, producer, photojournalist, newscaster and sportscaster for radio and television stations in California, Iowa, New Mexico, Texas and Hawaii.

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