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Nota di bibliografia	Includes bibliographical references (p. 201-205) and index.
Nota di contenuto	Cover; Contents; Preface; Introduction; 1 - What Is a Producer?; 2 - Producing Today's News; 3 - The Producing Process; 4 - Writing; 5 - Producing for Television; 6 - Weather and Sports; 7 - Producing for Radio and the Internet; 8 - Surviving the Newsroom; 9 - Issues in Producing; 10 - The Job Market; References; About the Author
Sommario/riassunto	Brad Schultz follows the process of news production from the creation of story ideas to presentation on air, in television radio & on the Internet. He also discusses issues facing producers, such as newsroom leadership, resource management & newsroom relationships.