

1. Record Nr.	UNINA9910967263203321
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Titolo	Check it out! : Great reporters on what it takes to tell the story // Art Athens
Pubbl/distr/stampa	New York, : Fordham University Press, c2004
ISBN	0-8232-4755-4 0-8232-4168-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (218 p.)
Collana	Communications and media studies series, ; ; 11
Disciplina	070.4/3/0973
Soggetti	Television broadcasting of news - United States Journalism - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""table of contents""; ""All I Ever Wanted to Be""; ""a€œlta€?: What Ya Gotta Have""; ""Hankering to Be Anchoring""; ""Tell Me a Story""; ""So Whata€?s News""; ""COOCHY-COOCHY-COO""; ""Is That Fair?""; ""WIREITIS (Y-er-eye?-tis)""; ""To Act or Not to Act: That Is the Debate""; ""How Can They ASK That?""; ""Get Your News from Us""; ""It's the Writing, Stupid!""; ""If Your Mother Tells You She Loves You, Check It Out!""; ""Epilogue""; ""Contributors""; ""Index""
Sommario/riassunto	Stories with no substance. Talking heads without a clue. "Team" coverage that still misses the big picture. Overheated hype. Cute chatter. Film at eleven. Is it any wonder more and more of us count less and less on the news? "It used to be that a news story told you who, what, where, when, how, and why," Art Athens writes. "Now the story might tell you who, or it might tell you when, but there's a good chance that when it's over (which won't take long), you'll be the one saying What?" Here's a legendary journalist's back to the basics guide to the craft of broadcast news. Combining insights from his own award-winning career with in-depth conversations with leading newspeople, Art Athens offers a primer on the best practices in reporting, writing, and delivering the news. And he lets some of the best in the business talk frankly and passionately about what it takes to do the job right: Dan Rather, Charles Osgood, Mike Wallace, Brian Williams, Andy Rooney, Charles Kuralt, Linda Ellerbee, and Don Hewitt. What kind of

skills--and spirit--does it take to be a successful, serious broadcast journalist? How are the good stories conceived and written? And in today's cynical age of news as entertainment, what should reporters and editors do to restore confidence in the media? In this funny, sharp, honest book, anyone who cares about the news will find answers on every page.
