



It Takes More Than Good Looks to Succeed at Television News Reporting, 2nd Edition

Wayne Freedman

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A guidebook for television news reporters seeking better jobs, and for students who aspire to the business. It is also a fascinating, entertaining read for anyone who wonders what news professionals really do in the field. Wayne Freedman has reported at the network and local levels for more than three decades. He has received 51 Emmy awards, all while living in San Francisco. Readers of IT TAKES MORE THAN GOOD LOOKS see what he sees, struggle as he struggles, and learn as he solves problems. "We learn through experience, so I tried to make the book a mind meld," said Freedman, who wrote in anecdotal form while drawing lessons from his rich and fascinating career. The book is an instructional memoir. "People remember details when they relate to a story. The formula works in news reporting and also teaching," says Freedman. "This is not a book for fact crammers. It's about learning to tell any kind of news story in a narrative style. Stories that stick."

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