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We are living in an age of rapid changes in the media, but the basic principles of
good writing, accurate reporting and ethical behavior are timeless. However, this
sixth edition of *Writing and Reporting News: A Coaching Method* incorporates many
of the changes taking place in the media. It emphasizes convergence throughout
the book to help you prepare for careers in the media that require knowledge of
print, broadcast and online journalism skills. This book includes information about
blogs, podcasts, and social networking sites. As in previous editions, the coaching
concepts of this book are designed to help you acquire the writing and reporting
skills you will need no matter which media field you choose to enter. The book also
emphasizes media ethics in every chapter so that you can gain an understanding of
the problems you might encounter and learn ethical principles that will help you
resolve them.

The coaching method, which is the foundation of this book, is a way of helping
writers discover their problems and learn techniques to solve them. The book fea-
tures tips from leading writing coaches and award-winning journalists.

**New Material in This Edition**

This sixth edition of *Writing and Reporting News: A Coaching Method* has been
substantially revised to include an emphasis on convergence media skills in every
chapter and the following new material:

- Convergence Coach boxes in every chapter
- Interactive questions—“What Do You Think?”—at the end of every chapter
- Chapter 1—Changing Concepts of News—has been completely revised and
  updated
- Chapter 2—Blogs—is a new chapter about blogs, podcasts and citizen
  journalism
- Chapter 4—Convergent Media Writing—is a new chapter that includes the
  anatomy of a news story for print, broadcast and the Web
- Chapter 12—Broadcast News Writing—completely revised
- Chapter 13—Completely revised chapter on online journalism including
  award-winning student Web sites and the Virginia Tech massacre
- Increased emphasis on public relations throughout the book
- Comparison of print and broadcast versions of stories in several chapters
- Emphasis on blogs and social networking sites in several chapters including
  the chapters on media law and ethics
- New examples throughout the book—including new cases in the ethics chap-
  ter such as the Duke rape case and the television show, “To Catch a Predator”
How the Book Is Organized

If you are an instructor who has used previous editions of this textbook, you will find many changes. Although this textbook is arranged sequentially to take students through the steps from conceiving ideas to constructing stories, you do not have to use the book in the order it is written. Each chapter is self-contained so that you can design the course as you prefer.

Most of the material in the fifth edition has been retained, but because new chapters have been added, the order of the chapters has changed as follows:

Part One: Understanding News
1. Changing Concepts of News (no change)
2. Blogs (new chapter)
3. The Basic News Story (was Chapter 2)
4. Convergent Media Writing (new chapter)

Part Two: Collecting Information
5. Curiosity and Story Ideas (was Chapter 3)
6. Sources and Online Research (was Chapter 4)
7. Interviewing Techniques (was Chapter 5)

Part Three: Constructing Stories
8. Leads and Nut Graphs (was Chapter 7)
9. Story Organization (was Chapter 8)
10. Story Forms (separate chapter was included in Story Organization)
11. Storytelling and Feature Techniques (was Chapter 9)
12. Broadcast News Writing (was Chapter 11 and has been completely rewritten)
13. Online Journalism (was Chapter 12 and has been completely rewritten)
14. Public Relations Writing (was chapter 10 but moved here because it incorporates print and broadcast writing skills)
Part Four: Understanding Media Issues
15 Media Law (was Chapter 13)
16 Media Ethics (was Chapter 14)
17 Multicultural Sensitivity (was Chapter 15)
   (Global Journalism, former Chapter 16, eliminated)

Part Five: Applying the Techniques
18 Profiles and Obituaries (was Chapter 22; moved up to give students practice in
   these skills earlier in the course)
19 Beat Reporting (was Chapter 17)
20 Speeches, News Conferences and Meetings (was Chapter 18)
21 Government and Statistical Stories (was Chapter 19)
22 Crime and Punishment (was Chapter 20)
23 Disasters, Weather and Tragedies (was Chapter 21)
24 Media Jobs and Internships (was Chapter 23)
Appendix 1: Grammar and Usage (previously Chapter 6)
Appendix 2: Style Guide
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Acknowledgments

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Carole Rich has spent 20 years teaching journalism at four universities and coaching professional writers throughout the U.S. She has taught at the University of Alaska-Anchorage and has served as chair of the journalism department at Hofstra University in Long Island, N.Y. She began her teaching career at the University of Arizona in 1985 and then taught journalism at the University of Kansas from 1987 to 1998 when she was hired as the distinguished Atwood professor in Alaska. Prior to becoming a professor, she worked for 16 years in the newspaper industry. She was a reporter for the former Philadelphia Evening Bulletin, city editor of the Sun-Sentinel in Fort Lauderdale, Fla., and deputy metropolitan editor of the Hartford (Ct.) Courant.

Rich has been a visiting writing coach at newspapers throughout the United States and has conducted many writing seminars at journalism organizations, including a seminar for professional journalists in Spain. She is also the author of Creating Online Media: A Guide to Research, Writing and Design on the Internet, published by McGraw-Hill.
Consider different ways to present your story for print, broadcast and online media.

Compare how similar stories are presented in print, online and broadcast media.

Ask yourself how your story affects your readers.

Consider whether your story needs a photograph, graphic, audio or video.

Plan to update your story for online delivery.

Plan interactive elements for online responses.

---Rob Curley, vice president of WashingtonPost.Newsweek Interactive