



Writing Broadcast News Shorter, Sharper, Stronger: A Professional Handbook

Mervin Block

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The ability to write well is an applicant's most prized skill, according to surveys of broadcast news directors. To ensure that your writing skills are well honed, there is no better handbook to turn to than this newly updated third edition of *Writing Broadcast News*. Mervin Block- who has written for the best in the business- offers timeless advice, guiding everyone from first-year students to seasoned professionals through the essentials of writing for the ear.

With countless scripts collected from writing workshops in newsrooms across the country, this resource is studded with insightful- and at times entertaining- comments, suggestions and much-needed corrections. Readers will find Block's clear and incisive voice coming through in the expanded "Top Tips of the Trade" and the "Dozen Deadly Sins" reminding us that mistakes can be our best teachers. New "WordWatcher" boxes highlight the challenges in writing for print versus broadcast.

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