



The New Broadcasting Realities: Real-Life Strategies, Insights, and Issues for Broadcast Journalists, Aspiring Journalists, Production Executives, and Broadcasters in the New Age of Broadcasting, Cable, and the Internet (Paperback)

By Ken Lindner

Live Oak Book Company, United States, 2011. Paperback. Book Condition: New. 2nd. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.An insider's look at the world of Broadcasting from the master of Career Choreography . Are news and programming values and strategies changing? You bet they are! In *The New Broadcasting Realities*, Ken Lindner offers solutions to the complex issues and problems broadcasting professionals face in today's media landscape. Whether you're a media professional or an aspiring broadcast journalist, Lindner, who has guided the careers of hundreds of the nation's leading television newscasters and program hosts including Matt Lauer, Lester Holt, Elizabeth Vargas, Dr. Sanjay Gupta, Mario Lopez, Robin Meade, Megyn Kelly, Nancy O Dell, and Samantha Harris, provides insider tips on Choreographing the steps of your broadcasting career. With case studies and an experienced, critical perspective, Lindner offers detailed advice on making career-enhancing decisions, including how to: Multi-platform your career to enhance your visibility, brand, and marketability, as well as exponentially increase your income; Strategically Choreograph your broadcasting career so that you are able to achieve your most cherished goals and dreams; Negotiate the clauses in your employment contract(s)...

Reviews

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It is a single of the best book. This is for those who state there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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