

Reaching Audiences, 2014, 336 pages, Jan Johnson Yopp, Katherine C. McAdams, Ryan M. Thornburg, 0205874371, 9780205874378, Pearson Education, Limited, 2014

A brief yet thorough guide to correct, clear writing for the media B This text stresses the importance of clear, concise, and accurate writing in a media world that is increasingly web-based.B Illustrative and specific real life examples provide guidance for students to improve their writing. By recognizing today's ever-changing media environment, this text is grounded in the basics of good writing, which is essential to communicators in print, online, broadcast, and strategic communication. B This text is available in a variety of formats - print and digital. Check your favorite digital provider for your etext, including CourseSmart, Kindle, Nook, and more. To learn more about our programs, pricing options and customization, click the Choices tab. B Learning Goals Upon completing this book, readers will be able to: Understand the basics of good writing Edit and evaluate their own writing Gather information through research and interviewing Note: MySearchLab does not come automatically packaged with this text.B To purchase MySearchLab, please visit: [www.mysearchlab.com](http://www.mysearchlab.com) or you can purchase a ValuePack of the text + MySearchLab (at no additional cost): ValuePack ISBN-10: 0133829944 / ValuePack ISBN-13: 9780133829945

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Writing for the Mass Media , Stovall, Sep 1, 2007, Mass Communication, 382 pages. .

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The Publicity Handbook, New Edition The Inside Scoop from More Than 100 Journalists and PR Pros on How to Get Great Publicity Coverage, David Yale, Andrew Carothers, May 4, 2001, Business & Economics, 448 pages. Based on hundreds of interviews with journalists and publicists, this book presents guidelines for working with journalists to create valuable publicity, controlling crisis.

Telling the Story: Writing for Print, Broadcast, and Online Media, Volume 1 Writing for Print, Broadcast, and Online Media, , 2001, Journalism, 365 pages. .

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Mediawriting Print, Broadcast, and Public Relations, Wayne R. Whitaker, Janet E. Ramsey, Ronald

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