

I. GENERAL PURPOSE/ AUDIENCE

Broadcast journalists report the news electronically or by radio transmission instead of in print format such as newspapers. Because of the medium, information is usually spread more quickly and is more accessible to a wider audience. In short, broadcast journalists investigate and disseminate. They provide the general public with similar information that an investigative print journalist would, and they reach a wide audience with a variety of technology. Modern journalists research, write, shoot, produce, and edit their own stories. Reporters need a solid understanding of all technical and creative aspects of the production process, from story idea to broadcast. Broadcast journalists communicate details of a story, along with the human interest involved, depending on the type of story covered. They must know the basic skills of proper news reporting, including how to locate sources, conduct interviews, write scripts for TV, radio, and Internet, record sound clips, and edit audio and video. They must know how to produce the news by using technology and must be able to work under the intense pressure of deadlines. They may work in front of or behind the camera or the microphone as the voice and face of the news or as the person in the production booth. There is a wide range of employment possibilities for graduates trained in electronic media: in business, sales, advertising, and careers in media news writing and editing, announcing, programming, directing and technical production, and digital journalism/announcing/production. Writers must be aware of legal components of broadcasting regulations and the law. Audiences include fellow professionals and the general public.

II. TYPES OF WRITING

- News stories (often based on research)
- Creating interview questions and conducting interviews
- Editorials/ Columns/ Opinion pieces
- Reviews (evaluations of film, music, dance, theatre performance, art installation, video games, etc.)
- Drafting, recording, editing and filming broadcast scripts
- Digital news stories (Internet-based) with video and audio

III. TYPES OF EVIDENCE

- Primary sources (interviews, original documents, observations, etc.)
- Secondary sources (information or facts that come from journals, news reports, and other sources gathered from primary evidence)
- Secondary sources should be avoided when possible and should always be fact-checked against at least three other sources.

IV. WRITING CONVENTIONS

- News stories
 - Write in third-person, present tense in straightforward, objective style.
 - Answer the Five *Ws* (*who, what, where, when, why*) and *how*, but in a more holistic manner from print's inverted pyramid style.
 - Avoid slang or jargon.
 - Convey information quickly and simply to make text easier for an anchor to read.
 - Mention sources early to emphasize information for a listener.
 - Use imagery in broadcasts to engage the visual and auditory faculties of a listener.

- Editorials/ column articles/ opinion pieces
 - Write in present tense and use first-person.
 - Conversational, informal language (including slang) may be acceptable, depending on the type of news outlet or broadcaster.
 - Editorials are typically the expressed opinion of a broadcaster, while commentary is an expressed opinion of an individual.

V. COMMON TERMS AND CONCEPTS

Professional organizations

National Association of Broadcasters (NAB)

Radio-Television Digital News Association (RTDNA)

VI. DOCUMENTATION STYLE

AP style (Associated Press) is sometimes used. Generally, there is a specialized broadcast news style of writing taught in broadcast journalism courses.

SOURCES CONSULTED

"Broadcast Journalism Courses." *JD: Journalism Degree: Fostering Education and Career Development*, 2003-2017, <http://www.journalismdegree.com/broadcast-journalism-courses/> .

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"Print vs. Broadcast Journalism: Understanding the Differences." *New York Film Academy*, 2015, <https://www.nyfa.edu/student-resources/print-journalism-vs-broadcast-journalism/>.

"What Is Broadcasting Journalism?" *Study.com*, 2013-2017, http://study.com/what_is_broadcasting_journalism.html.