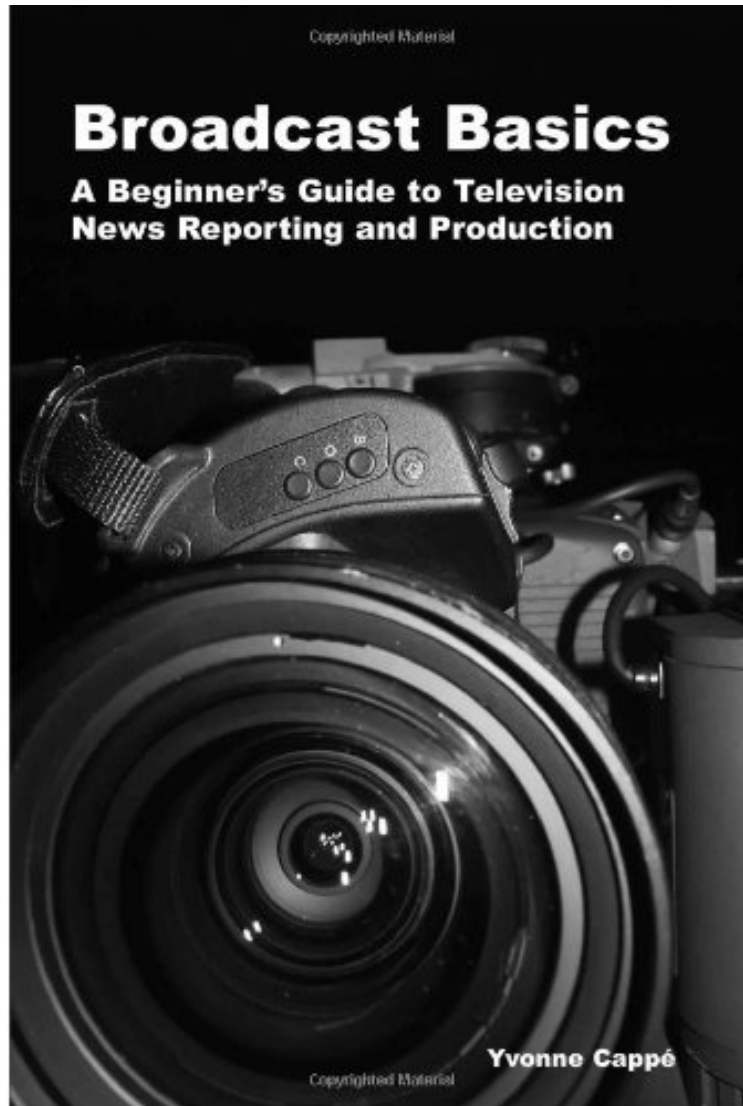


# Broadcast Basics: A Beginner's Guide to Television News Reporting and Production

*Yvonne Cappe*

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Drawing on 20 years of real-world reporting experience, this broadcast handbook guides beginning

journalists through the basics of journalistic writing with a focus on broadcast style and production.

Written as a practical tool, the textbook includes advice on finding story ideas, locating and interviewing sources, and writing the various elements of a newscast. Chapters on production and videography, including how to frame an interview and edit jump cuts, ensure that a strong visual presentation complements every written piece.

**About the Author** Yvonne Cappe is a broadcast journalism professor at the University of Kentucky and a former newsroom executive-producer. She is the recipient of the Excellence in Teaching Award from the College of Communications and Information Studies at the University of Kentucky. She lives in Lexington, Kentucky.