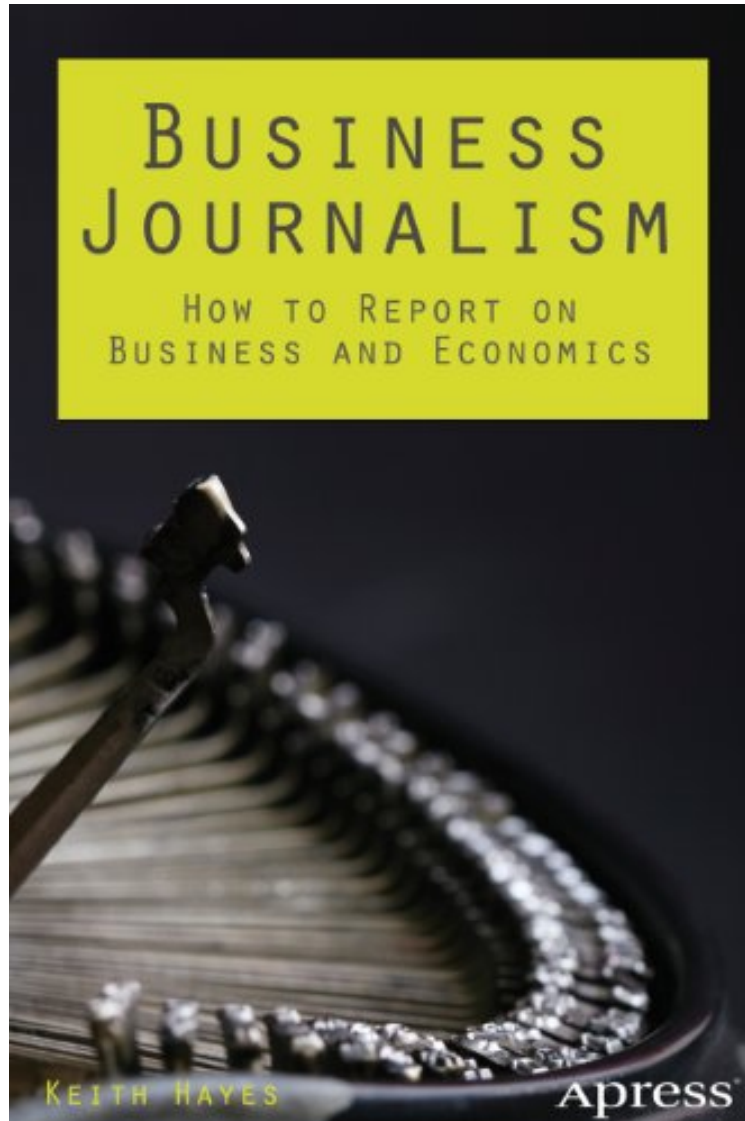


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## Business Journalism: How to Report on Business and Economics

*Keith Hayes*

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**Keith Hayes : Business Journalism: How to Report on Business and Economics** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Journalism: How to Report on Business and Economics:

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Business Journalism: How to Report on Business and Economics is a basic guide for journalists working in countries moving to open-market economies, students in journalism courses, journalists changing direction from general news

reporting to business and economic reporting, and bloggers. It also explains the differences in technique required for general reporters to deliver business news for text, TV, or radio. Veteran journalist Keith Hayes, who has worked for such organizations as Reuters, PBS, the BBC, CBC, and CNBC, provides a quick reference to journalistic practice that covers everything from how to meet a deadline to getting answers from company or government officials who would rather not talk. It also provides background on specific knowledge that journalists should have to report on the business and the economy accurately and with insight. That includes understanding the major markets and how they work, learning to read a balance sheet, and getting the story even when a company or government sets up roadblocks. As Hayes demonstrates, effective journalists are story tellers who need to tell the story well while making certain they are providing the facts as they find them and understand them. Among other things, readers will also learn: How to write a business news story How to report business news on television How to report in a globalized business world How to get usable information from press conferences and briefings The basics of macroeconomics, the financial markets, and company-specific financial data How to dig for facts and get the story This book covers comprehensively the basics of business and economic reporting. With its insights and tips from Hayes and other veteran journalists, it's a book that will remain on your shelf for years to come and help you acquire and cement career-enhancing skills. It will also help you hone your craft as you begin to write more sophisticated stories and take jobs of increasing responsibility. What you'll learn Good basic journalistic practice How to write an effective business news article Reporting business for television Basics of economic reporting and the importance of the census Understanding financial markets and privatization Reading and interpreting company accounts Who this book is for Journalism students; novice journalists; experienced journalists in general news who want to switch to business reporting; and journalists in emerging economies where training opportunities are sparse.

About the Author Keith Hayes enjoyed a successful career as a journalist and broadcaster, working at leading news organizations CBC, BBC, CNBC, PBS, and Reuters. He was Head of News at CJOR, a Canadian radio station in Vancouver, before joining BBC news in Northern Ireland. He led a business news unit at Reuters, which involved being bureau chief and London anchor for the American daily coast-to-coast business television programs Morning Nightly Business Reports, ending his broadcast career at CNBC in London. While at Reuters, he designed and implemented, for The Reuters Foundation, numerous business-news training courses for overseas journalists. He subsequently helped to develop television stations in Russia and Kosovo, while running journalists' training courses in Hong Kong, India, Poland, Russia, Ukraine, Armenia, Georgia, Bosnia, Lithuania, Latvia, Kosovo, Serbia, Macedonia, Romania, Nigeria, Ethiopia, Jordan, as well as London. He is a partner in First Freedom Distribution, which gathers news video footage for global distribution and is a part time senior lecturer in journalism in London. He has written numerous training manuals for young journalists and reporters working in transitional economies as well as a book on business reporting for television. He is married with a daughter and two grandchildren and is a member of London's Travellers Club.