

# Power Producer: A Practical Guide to TV News Producing, 4th Edition

By Dow Smith

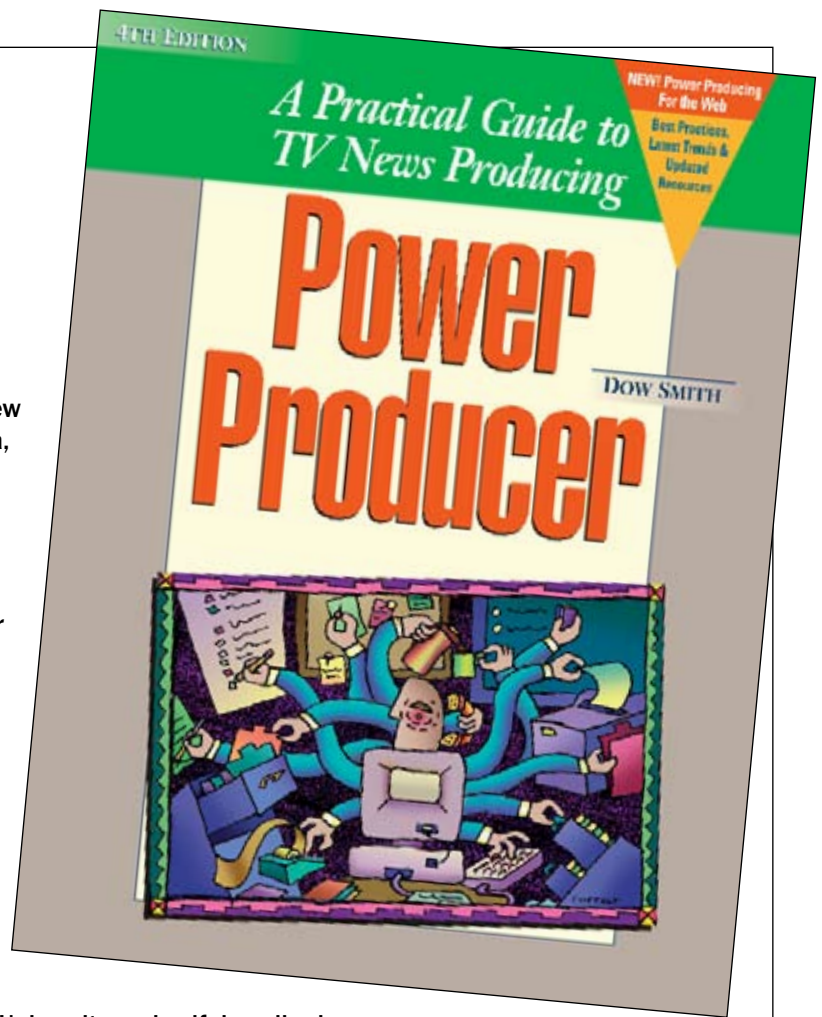
The latest edition of this popular handbook features a new section on writing and producing stories for online media, making it a great resource for new producers developing their style — and for seasoned producers developing new skills.

This timeless text also hones the essential skills good producers need to do an even better job. *Power Producer* covers both the editorial and managerial aspects of the job with chapters on:

- Writing better copy
- Brainstorming brilliant story ideas
- Organizing a quality newscast
- Selling packages with great teases
- Handling difficult decisions — and people

*Power Producer* also includes sections on graphics, ratings and research, ethics, training opportunities and career advice.

Author Dow Smith is an associate professor at Syracuse University and self-described “recovering news director,” with more than 30 years of experience in broadcast news.



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