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THE BLOOMBERG WAY

A Guide for
Reporters and Editors

Matthew Winkler

Editor-in-Chief

with **Jennifer Sondag**
Standards Editor, American

The Bloomberg Way A Guide For Reporters And Editors

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The Bloomberg Way John Micklethwait,Paul Addison,Jennifer Sondag,Bill Grueskin,2017-08-01 Learn best practices from the most trusted name in business and financial reporting The Bloomberg Way is the journalist s guide to covering business finance and the economy with authoritative guidance from the editor in chief and senior editors of Bloomberg As the lines between objectivity and opinion become increasingly blurred the new edition of the Bloomberg Way shows you how to be the first to publish print and multimedia content with accuracy and journalistic integrity The authors walk through the best practice reporting writing and editing processes followed by this elite global journalistic organization You ll learn how to work effectively in a highly competitive real time news environment where every second matters The book offers expert tips for taking a story from pitch to publication along with discussion of journalistic principles including fairness transparency sourcing libel privacy and ethics The Bloomberg Way describes essential guidelines for producing content for print broadcast and web audiences Topics include interviewing techniques clarity and precision in writing and editing compelling headlines and leads the marriage of words and data in stories effective charts and graphs how to appear on television writing for the web and more Each topic is accompanied by how to examples and showcases useful functions from the Bloomberg Terminal The Bloomberg Way also shows you how to collaborate with colleagues across platforms to report and present stories about The stock bond commodity and currency markets Companies including earnings mergers debt product strategy and managementms changes Economies and their intersection with government and politics The Bloomberg Way is the definitive book for any journalist or media specialist who needs to know how one of the world s leading news organizations covers news about business finance and the economy

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Bloomberg's vigorous approach to New York City's care including his attempts at education reform anti smoking and anti obesity campaigns climate control and new developments across the city After he engineered a surprising third term as Mayor Bloomberg returned to his business and philanthropies that focused increasingly on cities The chapter that describes this is one of the most revealing of his temperament and energy and vision as well as how he spends his private time that was virtually off limits even when he was mayor Bloomberg promised to give away his money before he died and his giving has focused on education gun control and a fighting climate change He joined the 2020 presidential campaign as a moderate liberal and spent his millions focused on ousting President Donald Trump *The Basics of Media Writing* Scott A.

Kuehn, Andrew Lingwall, CQ Press, CQ Press, 2016-12-08 *The Basics of Media Writing* A Strategic Approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st century media careers This research driven strategy based media writing textbook digs deeply into how media professionals think and write in journalism public relations advertising and other forms of strategic communication Authors Scott A Kuehn and Andrew Lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them starting points to begin writing The Professional Strategy Triangle model shows students how to think critically about the audience the situation and the message before starting a news story or persuasive piece and the FAJA four point model asks students a series of questions about their story type Fact Analysis Judgment or Action to guide them to the right angle or organizational structure for their message Rooted in classical rhetorical methods this step by step technique enables readers to strategically approach each writing task no matter the format Show Me the Money Chris Roush, 2016-06-10

Show Me the Money is the definitive business journalism textbook that offers hands on advice and insights into the job of a business journalist Chris Roush draws on his experience as both a business journalist and educator to explain how to cover businesses industry and the economy as well as where to find sources of information for stories and how to take financial information and make it work for a story Updates to the third edition include Inclusion of timely issues related to real estate Additional examples from websites and other nontraditional business media such as BuzzFeed and Quartz Tips from professional business journalists including Andrew Ross Sorkin of The New York Times and Jennifer Forsyth of The Wall Street Journal Essential for both undergraduate and graduate courses in business journalism and professional business journalism newsrooms Show Me the Money is a must read for reporters editors and students who want to learn the ins and outs of how to cover public and private companies Additional materials including a sample syllabus and additional links and tips for students can be found at <https://www.routledge.com/products/9781138188389> The Routledge Companion to American Journalism History Melita M. Garza, Michael Fuhlhage, Tracy Lucht, 2023-09-20 *The Routledge Companion to American Journalism History* revisits media history across forms formats and multiple fault lines including gender ethnicity race and citizenship status Original contributions highlight areas of journalism history in desperate need of further treatment

with a special focus on diversity equity and accountability Sections cover the early origins and development of journalism in the United States pivotal moments and personalities in various strands of journalism underrepresented groups and formats in journalism history and key issues in doing journalism history Authors aim to fill in the gaps left by traditional historical narratives by examining overlooked subjects such as labor reporting and overdue theoretical perspectives such as intersectionality Collectively the voices in this book offer a more inclusive paradigm for the field Written by a range of recognized journalism scholars both well established and emerging this collection offers a thought provoking starting point for researchers and advanced students seeking a critical understanding of American journalism history as conceived in the current era

Eyes of Democracy Manohar Esipisu, Isaac E. Khaguli, 2009 Offers journalists and other media professionals an overview of the issues testimonies from journalists on the ground This book provides guidelines for good practice along with reports from Commonwealth Observer Groups on election reporting in a number of Commonwealth countries

Think for Yourself Vikram Mansharamani, 2020-06-16 We've outsourced too much of our thinking How do we get it back Have you ever followed your GPS device to a deserted parking lot Or unquestioningly followed the advice of an expert perhaps a doctor or financial adviser only to learn later that your own thoughts and doubts were correct And what about the stories we've all heard over the years about sick patients whether infected with Ebola or COVID 19 who were sent home or allowed to travel because busy staff people were following a protocol to the letter rather than using common sense Why and how do these kinds of things happen As Harvard lecturer and global trend watcher Vikram Mansharamani shows in this eye opening and perspective shifting book our complex data flooded world has made us ever more reliant on experts protocols and technology Too often we've stopped thinking for ourselves With stark and compelling examples drawn from business sports and everyday life Mansharamani illustrates how in a very real sense we have outsourced our thinking to a troubling degree relinquishing our autonomy Of course experts protocols and computer based systems are essential to helping us make informed decisions What we need is a new approach for integrating these information sources more effectively harnessing the value they provide without undermining our ability to think for ourselves The author provides principles and techniques for doing just that empowering readers with a more critical and nuanced approach to making decisions *Think for Yourself* is an indispensable guide for those looking to restore self reliant thinking in a data driven and technology dependent yet overwhelmingly uncertain world

TV in the USA Vincent LoBrutto, 2018-01-04 This three volume set is a valuable resource for researching the history of American television An encyclopedic range of information documents how television forever changed the face of media and continues to be a powerful influence on society What are the reasons behind enduring popularity of television genres such as police crime dramas soap operas sitcoms and reality TV What impact has television had on the culture and morality of American life Does television largely emulate and reflect real life and society or vice versa How does television's influence differ from that of other media such as newspapers and magazines radio movies and the Internet These are just a

few of the questions explored in the three volume encyclopedia *TV in the USA: A History of Icons, Idols and Ideas*. This expansive set covers television from 1950 to the present day addressing shows of all genres well known programs and short lived series alike broadcast on the traditional and cable networks. All three volumes lead off with a keynote essay regarding the technical and historical features of the decades covered. Each entry on a specific show investigates the narrative themes and history of the program provides comprehensive information about when the show started and ended and why and identifies the star players directors producers and other key members of the crew of each television production. The set also features essays that explore how a particular program or type of show has influenced or reflected American society and it includes numerous sidebars packed with interesting data related information and additional insights into the subject matter.

A Work in Progress Margaret Dietz, 2010. A writer will do anything to avoid the act of writing. William Zinsser wrote in his classic *On Writing Well* To improve as writers we have to hone our skills by putting words on the page consistently. The 33 exercises in this book will help you do just that. In the process you will produce a draft for your own book and decide to complete that other manuscript you have been wrestling with. *A Work in Progress: Exercises in Writing* started as a personal challenge that helped me win the struggle with my first book *Running Shoes Are a Girl's Best Friend*. Combining advice and encouragement from my favourite books on writing I committed to producing 2000 words a day for 10 consecutive days. I wrote for quantity and found the result had potential quality. This is my third book. Let's get started on yours. Praise for *A Work in Progress*. Its crossover appeal alone existing as a book about both writing and running enlarges its potential audience and affords the author a chance to explore her own process a chance I feel is pretty significant. She does a great job of it too at times overtly and other times almost subversively. It's material I can consult linearly or more delightfully in single scoops and it fits in my pocket so I can carry it to a favourite reflection spot. *Writer's Digest* on *A Work in Progress: Exercises in Writing*.

Do I Make Myself Clear? Harold Evans, 2017-05-16. A wise and entertaining guide to writing English the proper way by one of the greatest newspaper editors of our time. Harry Evans has edited everything from the urgent files of battlefield reporters to the complex thought processes of Henry Kissinger. He's even been knighted for his services to journalism. In *Do I Make Myself Clear* he brings his indispensable insight to us all in his definite guide to writing well. The right words are oxygen to our ideas but the digital era with all of its TTYL LMK and WTF has been cutting off that oxygen flow. The compulsion to be precise has vanished from our culture and in writing of every kind we see a trend towards more more speed and more information but far less clarity. Evans provides practical examples of how editing and rewriting can make for better communication even in the digital age. *Do I Make Myself Clear* is an essential text and one that will provide every writer an editor at his shoulder.

Journalistic Metamorphosis Jorge Vázquez-Herrero, Sabela Direito-Rebollal, Alba Silva-Rodríguez, Xosé López-García, 2020-01-03. This book aims to reflect how journalism has changed in recent years through different perspectives concerning the impact of technology the reconfiguration of the media ecosystem the transformation of

business models production and profession as well as the influence of digital storytelling mobile devices and participation within the context of glocal information Journalism innovation implies modifications in techniques technologies processes languages formats and devices intended to enhance the production and consumption of the journalistic information This book becomes an interesting resource for researchers and professionals working in news media to identify the best practices and discover new types of information flows in a rapidly changing news media landscape Revising and Editing for Translators Brian Mossop,2019-09-05 Revising and Editing for Translators provides guidance and learning materials for translation students and professional translators learning to revise the work of others or edit original writing and those wishing to improve their self revision ability Revising and editing are seen as reading skills aimed at spotting problematic passages Changes are then made to meet some standard of quality that varies with the text and to tailor the text to its readership Mossop offers in depth coverage of a wide range of topics including copyediting stylistic editing checking for consistency revising procedures and principles and translation quality assessment all related to the professional situations in which revisers and editors work This revised fourth edition provides new chapters on revising machine outputs and news trans editing a new section on reviser competencies and a completely new grading scheme for assignments The inclusion of suggested activities and exercises numerous real world examples and a reference glossary make this an indispensable coursebook for professional translation programmes *The Routledge Handbook of Mass Media Ethics* Lee Wilkins,Clifford G. Christians,2020-03-13 This fully updated second edition of the popular handbook provides an exploration of thinking on media ethics bringing together the intellectual history of global mass media ethics over the past 40 years summarising existing research and setting future agenda grounded in philosophy and social science This second edition offers up to date and comprehensive coverage of media ethics including the ethics of sources social media the roots of law in ethics and documentary film The wide range of contributors include scholars and former professionals who worked as journalists public relations professionals and advertising practitioners They lay out both a good grounding from which to begin more in depth and individualized explorations and extensive bibliographies for each chapter to aid that process For students and professionals who seek to understand and do the best work possible this book will provide both insight and direction Standing apart in its comprehensive coverage The Routledge Handbook of Mass Media Ethics is required reading for scholars graduate students and researchers in media mass communication journalism ethics and related areas **Visual Guide to Financial Markets** David Wilson,2012-07-12 A highly visual look at major investment opportunities from the minds at Bloomberg The essential guide for anyone trying to get a handle on the fundamentals of investing the Bloomberg Visual Guide to Financial Markets distills 30 years of Bloomberg expertise into one straightforward easy to read volume The book teaches readers about three basic investment options governments companies and real assets including gold and other commodities and offers valuable insights into money market securities bonds stocks derivatives mutual funds exchange

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Visual Guide to Financial Markets, Enhanced Edition David Wilson, 2012-08-02 A highly visual look at major investment opportunities from the minds at Bloomberg in an enhanced ebook edition The essential guide for anyone trying to get a handle on the fundamentals of investing the Bloomberg Financial Series Visual Guide to Financial Markets Enhanced Edition distills 30 years of Bloomberg expertise into one straightforward easy to read volume The book teaches readers about three basic investment options governments companies and real assets including gold and other commodities and offers valuable insights into money market securities bonds stocks derivatives mutual funds exchange traded funds and alternatives As an enhanced eBook Bloomberg Financial Series Visual Guide to Candlestick Charting features a slew of exciting additional features designed to provide a more immersive learning experience 2 Test Yourself sections with click through to answer keys to help you measure your comprehension of the material as well as video lessons Designed to help financial professionals students of finance and individual investors understand the markets in which they re investing the book begins with simple investments before moving on to more complex choices Features enhanced eBook features to test yourself on key concepts gain a deeper understanding of chart patterns through detailed and captioned color graphics and learn hands on through video tutorials Enhanced ebook features Test Yourself readers can test their newly honed knowledge and skills True False and multiple choice questions with answers Video Tutorials Videos throughout the text to aid in the learning process Interactive Charts and Graphs Step by Step Tutorials for essential tasks and concepts The Bloomberg Financial Series Visual Guide to Financial Markets Enhanced edition gives the reader a clear picture of what underlies market structure instruments and dynamics and how to capitalize on these elements

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