PREFACE

The last edition of *Air Words* was published a decade ago. Since that time, there have been wholesale changes in the journalism world. Print and broadcast journalism have downsized and the audience has embraced newer formats in online media. The Internet has blossomed with bloggers, aggregators, Really Simple Syndication (RSS) feeds, and social media sites. As we approach the year 2020, it's anyone's guess where this trajectory is headed.

It used to be that a journalist with a specialized skill—reporter, editor, photographer, television correspondent—could settle into a career. Now, anyone wanting to be a reporter or editor knows that proficiency in only one medium is a recipe for unemployment and they are best off with skills as multimedia practitioners.

But even with the expertise, multimedia-trained journalists are a bit adrift in how to pitch their talents to news agencies. Are they mass media reporters, convergence or multimedia journalists, bloggers, freelancers or V-Js? I heard of one reporter who referred to himself as an "open platform" journalist.

New to the 4th Edition

The journalism landscape is changing at meteoric speed and this demands a dramatic response for any textbooks used in the classroom. *Air Words* 4th Edition has surveyed instructors and students about their updated curricular needs and is packed with many significant revisions.

This newest edition of *Air Words* cannot escape the emerging legion of citizen journalists and the power of social media as newsgathering tools and communication channels. Chapters have been reorganized to

- survey the integration of online, smart phone, e-tablet and social media for presentation;

- explore social media's important ethical and legal quandaries;

- and to introduce comprehensive producing strategies that consider broadcast, online, and mobile devices.

Because traditional journalistic job roles are now ill-defined and in flux, the newest edition of *Air Words*

- outlines comprehensive skills needed by the Enterprise Journalist, the all-around news worker with powerful skills in story research, writing for spoken news, multi-media producing and visual storytelling;

- adds a chapter that concentrates on visual sequences and their logic;

- and enlarges the chapters on producing packages and writing tracks.

Finally, because instructors reinforced their confidence in the mastery learning concepts followed by this workbook, *Air Words* 4th Edition has

- added new graphics to strengthen its emphasis on workbook mastery learning and methodology;

- focused 10 new exercises on recent major news events;

- and expanded selected exercises for in-class group solutions.

Hope you enjoy.

Acknowledgments

Collaboration has always been a part of journalism. It is impossible to finish any single story or produce any newscast without the thoughtful assistance of colleagues who are reporters, producers, and editors. My years in journalism have brought me into contact with a marvelous cadre of professionals truly diligent about first-class news work. The on-the-job training of my first newspaper boss, Kenneth Leake of the Woodland *Daily Democrat,* and the thoughtful feedback from television news directors Tom Capra, Ron Miers, and Fred Zehnder polished my reporting skills.

Three decades of university teaching brought me into contact with wonderful journalist-teachers. Buzz Anderson, Bill Wenty, Stuart Hyde, and Marty Gonzalez of San Francisco State University; Fred Friendly of Columbia University; and Melba Beals of Dominican University taught me that any successful course must have solid teaching tools, including a structured workbook.

Feedback is essential to refine any book on writing. Many reviewers poured over earlier editions of *Air Words* and suggested important changes. My thanks to reviewers: Pam Tran, University of Alabama; David Moncreif, University of Tulsa; Elizabeth Emmert, Kutztown University; David Chanatry, Utica College; Jim LeTourneau, Western Kentucky University; Mel Hanks, Fort Hays State University; Jim Seward, St. John Fisher College; John McGuire, Oklahoma State University; William Raffel, Buffalo State College; Anne Donohue, Boston University; and Paul Glover, Henderson State University.

When preparing the 4th edition of *Air Words,* social media expert Alison Victor scoured the Internet to keep pace with its exploding viral world. News managers Lisa White, Dan Rosenheim, and Angie Sheets of KPIX in San Francisco gave me an opportunity to develop cogent chapters on reporter packages.

I am grateful for the help I got from Oxford University Press editors Peter Labella, Josh Hawkins, Mark Haynes, John Challice, copyeditor Deanna Hegle, production editor David Bradley, and staffer Caitlin Kaufman.

Finally, my wife and partner Annette Blanchard graciously supported my disappearing act while preparing this manuscript.

Thanks to all for the help. This fourth edition of *Air Words* is a true collaboration.

John Hewitt