

The book was found

Entrepreneurial Journalism: How To Build What's Next For News



Synopsis

Launch yourself into the new news economy. The digital revolution that provides so many options for news consumers also means massive opportunity for journalists. The trick: see the disruption as an opening you can attack. Entrepreneurial Journalism will inspire you with what's possible and show you the mechanics behind building a business. Working through eight clear and concise stages, you'll explore the secrets of successful news startups (including how they're making money) and learn how to be an upstart yourself, building an innovative and sustainable news business from scratch. Each chapter starts with a real entrepreneur's experience, teasing out how savvy and opportunistic journalists found their way to success. Mark Briggs then helps you size up the market, harness technology, turn your idea into a product or service, explore revenue streams, estimate costs, and launch. Build Your Business action items at the end of each chapter get you thinking through each step of your business plan. Discover how traditional news organizations are evolving and innovating, where the jobs are today and where the new jobs will be tomorrow. Learn from the pioneers, and become one.

Book Information

Paperback: 352 pages

Publisher: CQ Press College (October 12, 2011)

Language: English

ISBN-10: 1608714209

ISBN-13: 978-1608714209

Product Dimensions: 5 x 0.7 x 7.9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars Â See all reviews Â (8 customer reviews)

Best Sellers Rank: #443,057 in Books (See Top 100 in Books) #215 in Books > Textbooks > Communication & Journalism > Journalism #226 in Books > Politics & Social Sciences > Politics & Government > Ideologies & Doctrines > Nationalism #536 in Books > Textbooks > Social Sciences > Political Science > Political Ideologies

Customer Reviews

As a recent j-school graduate, I spent the last few months working for a small trade publication as a sort of Jack of All Trades. In addition to reporting, I was editing, designing and selling ads in the course of a normal day. After a while, it got me thinking. What if I were to set off on my own? What if I used my journalism background and the business skills I was acquiring at this job to launch my

own online news source? I was growing tired of my job, but as most any entry-level journalist out there will tell you, reporting jobs (good ones, at least) are few and far between. If you're going to succeed as a reporter in this day and age, you need to approach the field with an entrepreneurial sense. I realized these things early on, but I had no real starting point from which to step off. This is still an emerging field, after all. Enter Mark Briggs."Entrepreneurial Journalism" is a must read for anyone interested in learning what it takes to succeed in the age of digital news. This practical guide to start-up news ventures details exactly what you need to know in order to design a product that works. From the technical aspects to the business side, this book will answer all your questions. It's an easy read that's filled with stories from people who have launched their own news sources, and made money along the way. And while there's still much left to be learned in the field of online news, this book will definitely put you ahead of the game.I can say without hesitation that "Entrepreneurial Journalism" was just the motivation I needed to begin the process of building my own site. I owe a lot to this little book, and I highly, highly recommend it to anyone with an interest in how digital journalism will grow and prosper in the 21st century.

Mark Briggs has written another great book about today's journalism scene. Briggs writes with authority -- clearly conveying that he knows what he's talking about because he has done it and he has talked with others who have created cool start-ups. But unlike much of the writing on this topic, his approach said to me: "Here are some great things out there -- and you can do great things, too!" It's not a night-time reading book. It woke me up, my mind filling with ideas about how I could be an entrepreneur in journalism. I'm not a businessman; but in this book Briggs lays out such a clear, logical plan that he makes me think I could fake it and actually start something myself.I highly recommend "Entrepreneurial Journalism" and also suggest you look at Briggs' "JournalismNext" if you're interested in multimedia storytelling.

Briggs' latest book Entrepreneurial Journalism is an excellent, must-read book for anyone contemplating an entrepreneurial journalistic endeavor (ie your own news website). Also, because digital journalism is becoming more and more ubiquitous, I would encourage all current or prospective journalists to consider reading Entrepreneurial Journalism.The book is extremely well-researched and dense with insightful and necessary information, much like a textbook (the author [Briggs] states he's a college professor). However, it is much more reasonably priced than most textbooks and reads much more interestingly.Overall, I highly recommend this book.

This book by Mark Briggs is exactly what I was looking for. How do you take journalism to the next level for you? Read this book to find out. If you have the courage to do independent journalism, here is your road map.

[Download to continue reading...](#)

Entrepreneurial Journalism: How to Build What's Next for News No News Is Bad News: Canada's Media Collapse - and What Comes Next I've Got Some Good News and Some Bad News: YOU'RE OLD: Tales of a Geriatrician, What to expect in your 60's, 70's, 80's, and Beyond Losing the News: The Future of the News that Feeds Democracy (Institutions of American Democracy)
Entrepreneurial Litigation: Its Rise, Fall, and Future Community Nutrition in Action: An Entrepreneurial Approach Workbook for Boyle/Holben's Community Nutrition in Action: An Entrepreneurial Approach, 6th Community Nutrition in Action: An Entrepreneurial Approach (Available Titles Diet Analysis Plus) Reinventing Government: How the Entrepreneurial Spirit is Transforming the Public Sector (Plume) Best of MOTHER EARTH NEWS: Build It Yourself The Next IQ: The Next Level of Intelligence for 21st Century Leaders We the Media: Grassroots Journalism By the People, For the People Sound Reporting: The NPR Guide to Audio Journalism and Production The Law of Journalism and Mass Communication El Salvador Could Be Like That: A Memoir of War and Journalism The Republic of Mass Culture: Journalism, Filmmaking, and Broadcasting in America since 1941 (The American Moment) The Law of Journalism and Mass Communication with PowerWeb The Murrow Boys: Pioneers on the Front Lines of Broadcast Journalism The Law of Journalism and Mass Communication (Fifth Edition) Justice Perverted: How The Innocence Project at Northwestern University's Medill School of Journalism Sent an Innocent Man to Prison

[Dmca](#)