



The Newspaper: Everything You Need To Know To Make It in the Newspaper Business

Leonard Mogel

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This resource from Leonard Mogel serves as a primer for those interested in pursuing a career in the newspaper business. It discusses the medium as it exists today and how it is meeting competition from the other deliverers of news. The book provides fundamentals on the types of existing newspapers, from the big U.S. dailies to the community weeklies; job opportunities, including tips for job hunters; newspaper operations and production; newspaper display and classified advertising; and newspaper marketing and promotion. Also included are special sections and chapters discussing journalism school and program attributes, Sunday magazines and comics, and the internal operations of the Associated Press and other news-gathering services.

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