



Managing Today's News Media: Audience First

By Samir A. Husni, Debora R. Halpern Wenger, Hank Price

Download now

Read Online 

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price

The business of journalism is in the midst of massive change. **Managing Today's News Media: Audience First** offers practical solutions on how to cope with and adapt to the evolving media landscape. News media experts **Samir Husni, Debora Halpern Wenger, and Hank Price** introduce a forward-looking framework for understanding why change is occurring and what it means to the business of journalism. Central to this new paradigm is a focus on the audience. The authors introduce “The 4Cs Strategy” to describe how customers, control, choice, and change are all part of a strategy for successful media organizations. Real-world case studies, important theoretical grounding, and a focus on understanding rather than resisting the customer's desire for choice and control make this an unbeatable resource for students and managers alike who want to succeed in this changed media business landscape.

 [Download Managing Today's News Media: Audience First ...pdf](#)

 [Read Online Managing Today's News Media: Audience First ...pdf](#)

Managing Today's News Media: Audience First

By Samir A. Husni, Debora R. Halpern Wenger, Hank Price

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price

The business of journalism is in the midst of massive change. **Managing Today's News Media: Audience First** offers practical solutions on how to cope with and adapt to the evolving media landscape. News media experts **Samir Husni, Debora Halpern Wenger, and Hank Price** introduce a forward-looking framework for understanding why change is occurring and what it means to the business of journalism. Central to this new paradigm is a focus on the audience. The authors introduce "The 4Cs Strategy" to describe how customers, control, choice, and change are all part of a strategy for successful media organizations. Real-world case studies, important theoretical grounding, and a focus on understanding rather than resisting the customer's desire for choice and control make this an unbeatable resource for students and managers alike who want to succeed in this changed media business landscape.

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price **Bibliography**

- Rank: #1264681 in eBooks
- Published on: 2015-07-29
- Released on: 2015-09-18
- Format: Kindle eBook

 [Download Managing Today's News Media: Audience First ...pdf](#)

 [Read Online Managing Today's News Media: Audience First ...pdf](#)

Editorial Review

About the Author

Samir "Mr. Magazine(TM)" Husni, Ph.D. is the founder and director of the Magazine Innovation Center at the University of Mississippi's Meek School of Journalism and New Media. He is also Professor and Hederman Lecturer at the School of Journalism. As Mr. Magazine(TM) he engages in media consulting and research for the magazine media and publishing industry. Dr. Husni is the author of the annual Samir Husni's Guide to New Magazines; Just Common Sense: Mr. Magazine's Ideas to Grow and Cultivate Magazine Media; Magazine Conversations; Magazine Publishing in the 21st Century; Launch Your Own Magazine: A Guide for Succeeding in Today's Marketplace; and Selling Content: The Step-by-Step Art of Packaging Your Own Magazine,. Dr. Husni is also the co-author of Design Your Own Magazine . He is also the editor of The Future of Magazines. He has presented seminars on trends in magazines and magazine media to the editorial, advertising and sales staff of the magazine groups of the Morris Communications Company, the Finnish media group Sanoma, The South African Media 24 Magazine Group, IOStudio, Highlights for Children, Inc., Hearst Corp., Hachette Filipacchi Magazines, Meredith Corp., Reader's Digest Magazine, ESPN the magazine, Sail Magazine, American Airlines Publishing, the National Geographic Society, the Swedish magazine group Bonnier, Southern Progress magazines, New South Publishing, Inc., the Society of Professional Journalists, the American Society of Magazine Editors, MPA: The Association of Magazine Media, Vance Publishing Corporation, the Florida Magazine Association, The Magazine Association of Georgia, the National Society of Black Journalists, the Japanese Magazine Publishers Association, and the American Press Institute. He is "the country's leading magazine expert," according to Forbes ASAP magazine, "the nation's leading authority on new magazines," according to min:media industry newsletter; "a world-renowned expert on print journalism" according to CBS News Sunday Morning and The Chicago Tribune dubbed him "the planet's leading expert on new magazines." Dr. Husni has been interviewed by major U.S. and International media on subjects related to the magazine industry. He has been profiled and is regularly quoted in The New York Times, The Los Angeles Times, USA Today, The Chronicle of Higher Education, and many other newspapers world-wide, as well as the major newsweeklies and a host of trade publications. He has appeared on CBS News Sunday Morning, Good Morning America, CNBC, CNN, CNNFN, PBS, and on numerous radio talk shows including National Public Radio's Morning and Weekend Editions as well as On The Media. Dr. Husni holds a doctorate in journalism from the University of Missouri-Columbia and a master's degree in journalism from the University of North Texas. Debora Halpern Wenger, a 17-year broadcast news veteran, is associate professor and director of undergraduate journalism at the University of Mississippi. She is also a former associate professor at Virginia Commonwealth University. Prior to her academic appointment, she served as assistant news director at WFLA-TV in Tampa, Fla. She started her career as a reporter/anchor at KXJB in Fargo, N.D., moved on to producing at WBBH in Ft. Myers, Fla., and WMUR in Manchester, N.H., then became executive producer at WSOC in Charlotte, N.C. Wenger conducts multimedia training in newsrooms across the country and is co-author of the broadcast, online and mobile journalism curricula for the Society of Professional Journalists' Journalism Training Program. She has been invited to work as visiting faculty for the Poynter Institute. She is co-author of Advancing the Story: Journalism in a Multimedia World and has a BA from what is now known as Minnesota State University and an MA from University of North Carolina-Charlotte. Hank Price, is a veteran television executive who has led some of the nation's most prominent stations including WBBM-TV, the CBS owned station in Chicago, KARE-TV, the Gannett-owned NBC affiliate in Minneapolis/St. Paul, WXII-TV in Winston-Salem, NC and WFMY-TV in Greensboro, NC. He is currently the President & General Manager of WVTM-TV, the Hearst-owned NBC affiliate in Birmingham, Al. Since 2000 Price has also been Senior Director of Northwestern University's Media Management Center where he concentrates on

future journalism and business models. Earlier in his career Price was a national television consultant with Frank N. Magid Associates. A frequent speaker at industry events, in 2000 Price was named a Fifth Estater by Broadcasting & Cable Magazine for "innovation in television news." In 2010 he was given the North Carolina Association of Broadcast's Distinguished Service Award for "Outstanding contributions to broadcasting." That same year he was named a member of University of Southern Mississippi's Journalism Hall of Fame.

Users Review

From reader reviews:

Steve Teegarden:

Throughout other case, little persons like to read book Managing Today's News Media: Audience First. You can choose the best book if you'd prefer reading a book. So long as we know about how is important a new book Managing Today's News Media: Audience First. You can add knowledge and of course you can around the world by way of a book. Absolutely right, simply because from book you can know everything! From your country until eventually foreign or abroad you will be known. About simple point until wonderful thing you could know that. In this era, we can easily open a book or perhaps searching by internet gadget. It is called e-book. You can utilize it when you feel bored stiff to go to the library. Let's go through.

Lizabeth Melgar:

What do you concerning book? It is not important with you? Or just adding material if you want something to explain what the ones you have problem? How about your time? Or are you busy man? If you don't have spare time to accomplish others business, it is give you a sense of feeling bored faster. And you have time? What did you do? Every person has many questions above. They must answer that question because just their can do that will. It said that about publication. Book is familiar on every person. Yes, it is proper. Because start from on guardería until university need this specific Managing Today's News Media: Audience First to read.

Amelia Page:

Now a day those who Living in the era everywhere everything reachable by talk with the internet and the resources inside it can be true or not call for people to be aware of each data they get. How many people to be smart in having any information nowadays? Of course the correct answer is reading a book. Reading through a book can help folks out of this uncertainty Information specifically this Managing Today's News Media: Audience First book because this book offers you rich details and knowledge. Of course the information in this book hundred per cent guarantees there is no doubt in it you know.

Carey Gilliam:

Playing with family in a park, coming to see the marine world or hanging out with friends is thing that usually you have done when you have spare time, then why you don't try factor that really opposite from that. One activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you

have been ride on and with addition info. Even you love Managing Today's News Media: Audience First, you can enjoy both. It is very good combination right, you still want to miss it? What kind of hang-out type is it? Oh seriously its mind hangout fellas. What? Still don't obtain it, oh come on its called reading friends.

**Download and Read Online Managing Today's News Media:
Audience First By Samir A. Husni, Debora R. Halpern Wenger,
Hank Price #3RG1CLXEJ8A**

Read Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price for online ebook

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price books to read online.

Online Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price ebook PDF download

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price Doc

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price Mobipocket

Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price EPub

3RG1CLXEJ8A: Managing Today's News Media: Audience First By Samir A. Husni, Debora R. Halpern Wenger, Hank Price