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978-0-521-87115-0 - We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too

Tom Rosenstiel, Marion R. Just, Todd L. Belt, Atiba Pertilla, Walter C. Dean and Dante Chinni

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We Interrupt This Newscast

HOW TO IMPROVE LOCAL NEWS AND WIN RATINGS, TOO

Tom Rosenstiel

Project for Excellence in Journalism

Marion R. Just

Wellesley College

Todd L. Belt

University of Hawai'i at Hilo

Atiba Pertilla

New York University

Walter C. Dean

Project for Excellence in Journalism

Dante Chinni

Project for Excellence in Journalism



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