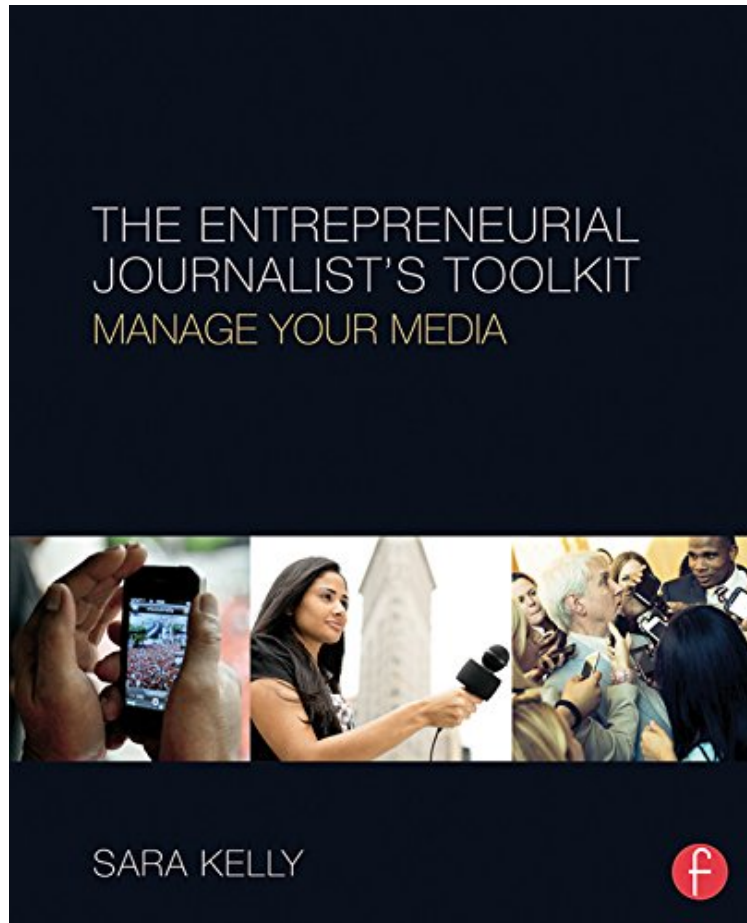


The Entrepreneurial Journalists' Toolkit: Manage Your Media

Sara Kelly

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Sara Kelly : The Entrepreneurial Journalists' Toolkit: Manage Your Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Entrepreneurial Journalists' Toolkit: Manage Your Media:

0 of 0 people found the following review helpful. Essential for today's journalistBy CustomerKelly is an accomplished journalist, editor, professor and author. Her experience is well reflected in The Entrepreneurial Journalist's Toolkit that explains and provides what is needed to navigate today's realities in reporting the news. The title's textbook format is effective for non-students, too, as it provides end-of-chapter information organized concisely. That information is a chapter summary and journalist's toolkit in text. Then, as outlines, it describes the skills needed, tools needed, website links, projects to put the teaching into practice, review questions and references.Beginning with an overview of internet journalism, Kelly quickly moves on to a brief historical review of traditional reporting and compares/contrasts it with how it is done today. She explains core topics that apply to any medium such as why journalism is essential, press freedom and financial realities. Kelly describes the variety of skills today's entrepreneurial journalist needs.

Three of those are a business plan, having technical expertise sufficient to use the most appropriate media platform and finding one's audience. One can't forget the content itself and Chapter 7 shows the considerations needed to use storytelling and showing the human angle of stories while also explaining the role of the journalist as reporter and not participant. Sometimes the journalist becomes a brand; Kelly discusses the pros and cons. With plenty of real-life examples and several interviews with influential people in the field, Kelly shows as well as tells. She has combined a vast amount of information into an understandable book that is essential for anyone contemplating a successful career in the field. It also would be good for those in allied fields such as marketing and media management. *The Entrepreneurial Journalist's Toolkit, Manage Your Media* by Sara Kelly, well deserves my four star rating. My four stars means it is excellent; an A grade. A five star rating is reserved for that rare thing that is so outstanding it needs to be recognized as such. Like a standing ovation at a concert, that top acclamation for superior work should be very rarely granted.

Today's journalism and communication students need the tools to develop and maintain their own media businesses and freelance careers. In addition to mastering the basics of converged journalism practice, they need training in business entrepreneurship, mass communication and business law, and career and reputation management. *The Entrepreneurial Journalist's Toolkit* provides a solid foundation of multimedia journalism and also teaches readers to create solid business plans and develop funding proposals while maintaining high legal and ethical standards. This book details the process of pitching and working with clients, managing multi-platform communication campaigns to maximize reach, keeping the books, and filing taxes. It provides everything a new or experienced journalist needs to get started as a media entrepreneur.

About the Author Sara Kelly, Ed.D., is chair of the Department of Journalism, Film and Entertainment Arts at National University in San Diego, where she serves as lead faculty for the BA in Digital Journalism and adviser to the online student newspaper, *The National University Herald* (thenuherald.com). Kelly also holds an MBA and an MFA. While at NU, she has helmed programs in journalism and strategic communications, as well as the integrated marketing communication specialization of the MBA. Previously, Kelly served as the longtime executive editor of the *Philadelphia Weekly* and the editor of *InPittsburgh Newsweekly*. Her professional publications include *Salon*, *Mother Jones*, *The New York Times Book*, *Men's Health*, *Town and Country*, and *Utne Reader*.