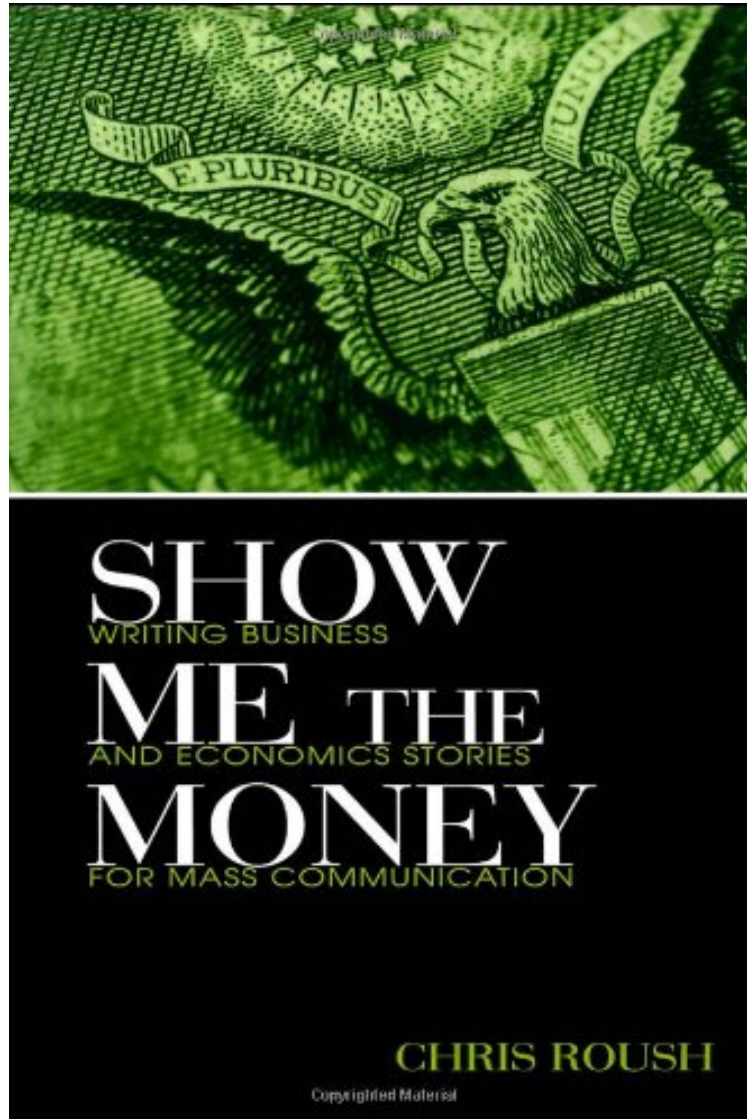


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Show Me the Money: Writing Business and Economics Stories for Mass Communication (Routledge Communication Series)

Chris Roush

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Chris Roush : Show Me the Money: Writing Business and Economics Stories for Mass Communication (Routledge Communication Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Show Me the Money: Writing Business and Economics Stories for Mass Communication (Routledge Communication Series):

3 of 4 people found the following review helpful. Excellent text for practicing journalists
By Learned Foot
Show Me The Money wins on substance. A bit daunting to the eye (this is very much an in-depth text), the book covers the full range of the business journalist -- covering companies, understanding terms, finding source information, getting a grip on the Wall Street marketplace and even understanding economics. The final chapter on internet sources of information is worth the price by itself. My quibbles are minor: the published news stories that are quoted in the book are perhaps unnecessarily long (but readily skimmed) and the writing style occasionally trips the light pedestrian. Those aside, I found this book to be a superb primer. For any early-career business journalist, this substitutes nicely for many hours in either the classroom or the woodshed with your editor.

Show Me the Money is a business reporting textbook offering hands-on advice and examples on doing the job of a business journalist. Author Chris Roush draws on his own business journalism background to explain how to cover businesses and industries, and where to find sources of information for stories. He includes examples of business stories demonstrating how reporters take financial information and turn it into relevant facts that explain a topic to readers. With numerous examples of documents and stories in the text, it is an essential guide for doing business journalism. This definitive business journalism text: *provides real-world examples of business articles; *presents complex topics in a form easy to read and understand; *offers examples of where to find news stories in SEC filings ; *discusses, in full-length chapters, how to write stories on mergers and acquisitions, as well as bankruptcy court filings;*gives comprehensive explanations and reviews of corporate financial, balance sheet, and cash flow statements, dissected so reporters at all levels of experience can understand them; *provides tips on finding sources, such as corporate investors and hard-to-find corporate documents; and *gives a comprehensive listing of Web sites for business journalists to use. Show Me the Money is essential for graduate and undergraduate students with an interest in business journalism, and will also serve professional reporters and editors new to the field of business journalism or needing a refresher. In addition, it will be of value to public relations students and professionals, particularly those who are in the corporate communications field.

...Journalism is less intimidating to newcomers with a cookbook... Show me the Money serves that purposes well. -- BusinessJournalism.org, June 9, 2004
From the Author
Show me the Money resulted from an effort to improve the quality of business journalism education in universities across the country. Students interested in a career in business journalism need to be taught the same way they're taught how to cover a city council meeting or the school board -- by finding the public records that are pertinent to their story and using that information to then go interview corporate executives. In addition, this book gives students new to business an overview of how Corporate America works.
About the Author
Chris Roush is a journalism professor at the University of North Carolina at Chapel Hill, where he is founding director of the Carolina Business News Initiative. UNC is one of the few colleges in the country that offers to teach students how to be business and economics journalists. Roush is a former business editor and writer. He worked as a business reporter for the Sarasota Herald-Tribune, Tampa Tribune, Atlanta Journal-Constitution, Bloomberg News and BusinessWeek magazine. He also was editor in chief of a company that published investor-related newsletters and magazines. Roush has also taught business journalism classes at Washington Lee University and the University of Richmond. He has organized business reporting seminars at the University of North Carolina and for newspapers across the country. In addition, he is one of the lecturers at a series of business journalism seminars offered by the Donald W. Reynolds National Center for Business Journalism at the American Press Institute. Roush is also the author of Inside Home Depot, a look at one of the country's largest retailers. He currently writes a monthly sports business column for Business North Carolina magazine.