

AUTHOR SERIES: We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too by Wellesley professor, Marion Just

Based on evidence drawn from a five-year content analysis of local news, Just explains that local TV does not have to ‘bleed to lead’ and in fact, how a story is reported is more important for building ratings than what the story is about.



Wednesday, Nov. 7th
11:45 a.m. -1:00p.m.
VKC 300A
Lunch Provided!

Marion Just is a professor of political science at Wellesley College and a research associate of the Joan Shorenstein Center on Press, Politics and Public Policy at the John F. Kennedy School of Government at Harvard University. She is a consultant to the Project for Excellence in Journalism, a member of the advisory board of the Reform Institute, and the editorial board of the Harvard International Journal of Press Politics.

Professor Just received a B.A. from Barnard College, an M.A. from the Johns Hopkins University and a Ph.D. from Columbia University. She has been a visiting professor at the John F. Kennedy School of Government and Harvard University, and a visiting scholar at the University of Michigan and at Massachusetts Institute of Technology.

RSVP is required.

Please email unruhins@usc.edu

or call 213.740.8964

The first ten respondents will receive a complimentary copy of Marion Just's book.