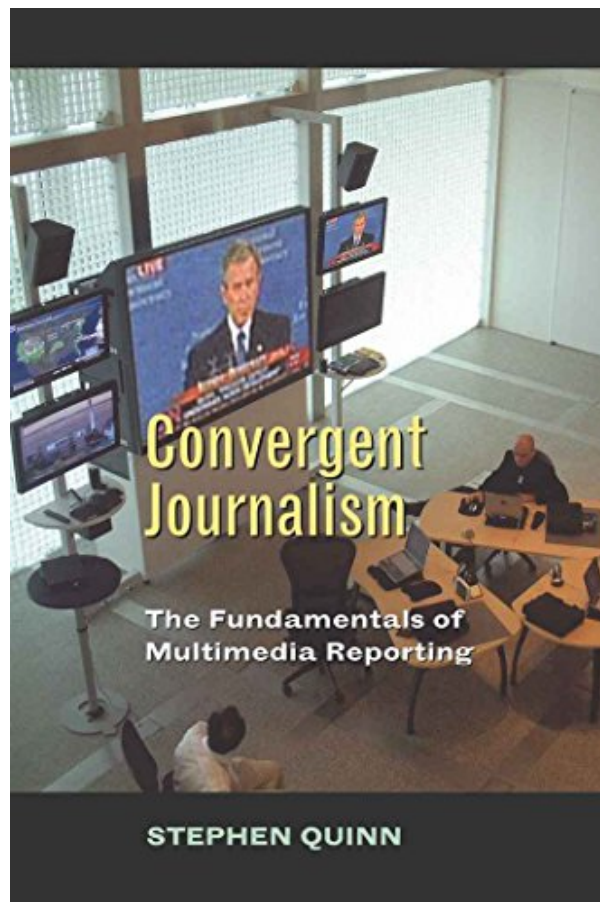
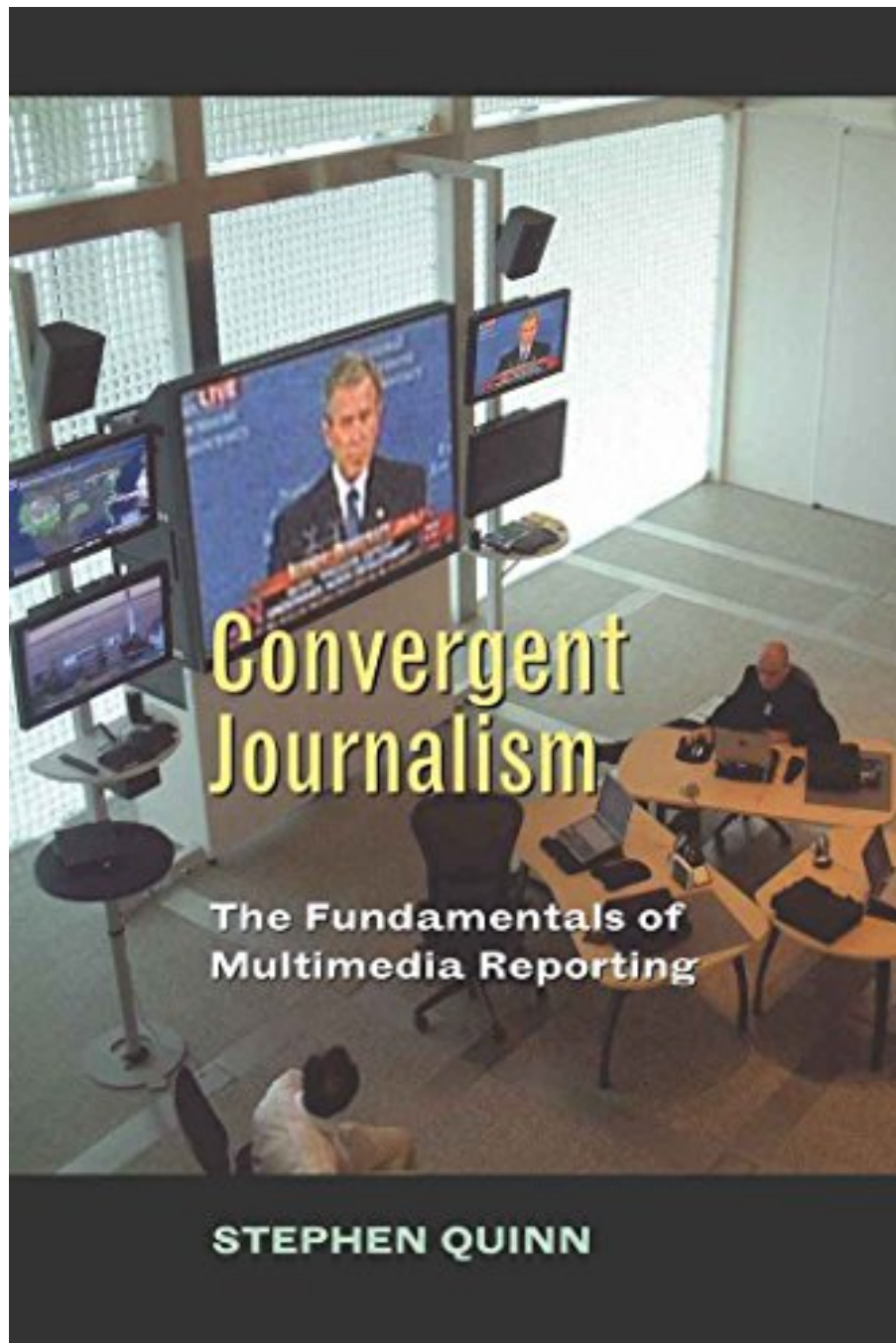


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About the Author

The Author: Dr. Stephen Quinn of Deakin University in Australia has an extensive background in all areas of media. He has worked for the Press Association, BBC-TV, Independent Television News, and The Guardian in London, the Australian Broadcasting Corporation in Sydney, Television New Zealand, and the Middle East Broadcasting Center in Dubai. Since 1991 he has taught journalism in New Zealand, the United Kingdom, Australia, the United Arab Emirates, and the United States.

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Convergence is happening around the world. It represents a new form of reporting and may well be the future for journalism. Full convergence involves a radical change in approach and mindset among journalists and their managers. It involves a shared assignment desk where the key people, the multimedia assignment editors, assess each news event on its merits and send the most appropriate people to the story. Convergence coverage should thus be driven by the significance of the news event. Depending on variables unique to each country and company, convergence is one of the most likely scenarios for media organizations around the world.

This book explains the phenomenon of media convergence, defines what has been until recently a confusing topic, describes the main business models, provides case studies of successful convergent newsrooms around the world, and explains how to introduce convergence into the newsroom. Stephen Quinn provides a practical introduction to the changing landscape of news reporting, and has written a useful book for students and professionals alike.

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